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# COFFEE & TEA INDUSTRIES

76th YEAR

APRIL 1953

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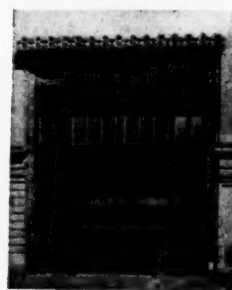
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## P. A. C. B. NEWS

Pan-American Coffee Bureau, 120 Wall Street, New York 5, N. Y.  
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### coffee is a problem solver

We all know how problems can be solved over a cup of coffee. But the town of Tucumcari, New Mexico, has shown us how a problem can be solved *with* a cup of coffee.

Tucumcari is a small city of 6,000 which for some time had the reputation of being very tough on traffic violators.

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#### coffee helps to instruct

According to a Tucumcari police official, the plan was originated with the thought that while erring motorists were drinking coffee "on the house" they'd have the opportunity to read the traffic "don'ts" and to realize that speeding and other violations show a thoughtless disregard for the rights and lives of others.

Since it has been in force, Operation Coffee has definitely helped solve the city's speeding problem. Few, if any, motorists who receive the friendly coffee coupons have needed a

second hint and traffic offenses have fallen off sharply.

The Chamber of Commerce which underwrites the free coffee tickets by arrangement with cooperating restaurants is pleased with results also. It reports that Tucumcari's previous reputation for toughness toward traffic violators has been erased and that the present friendliness is being repaid in good will and better behaved drivers.

#### coffee aids safety

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Sincerely yours,

*Chas. G. Lindsay*

MANAGER

COFFEE & TEA INDUSTRIES and The Flavor Field



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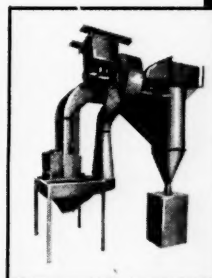
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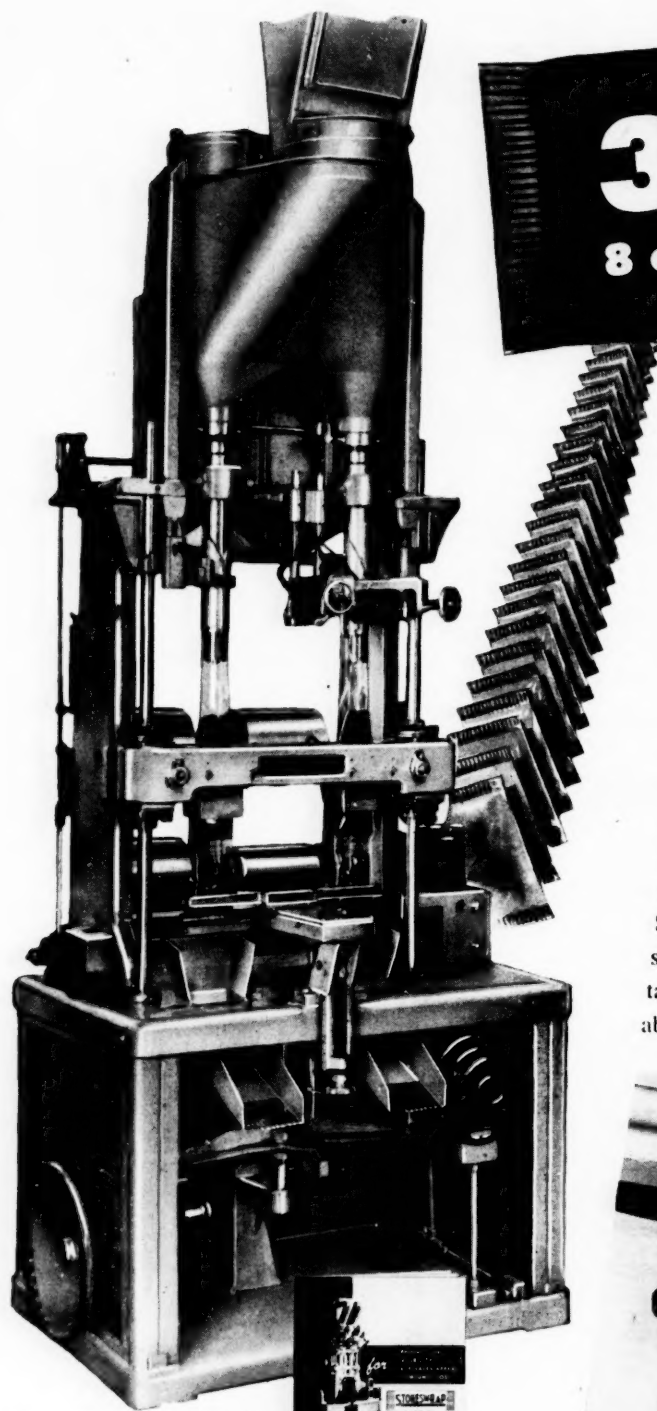
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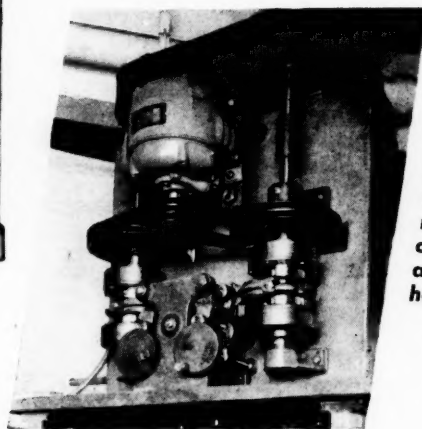
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APRIL, 1953

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# COFFEE & TEA INDUSTRIES and The Flavor Field

76th Year

APRIL 1953

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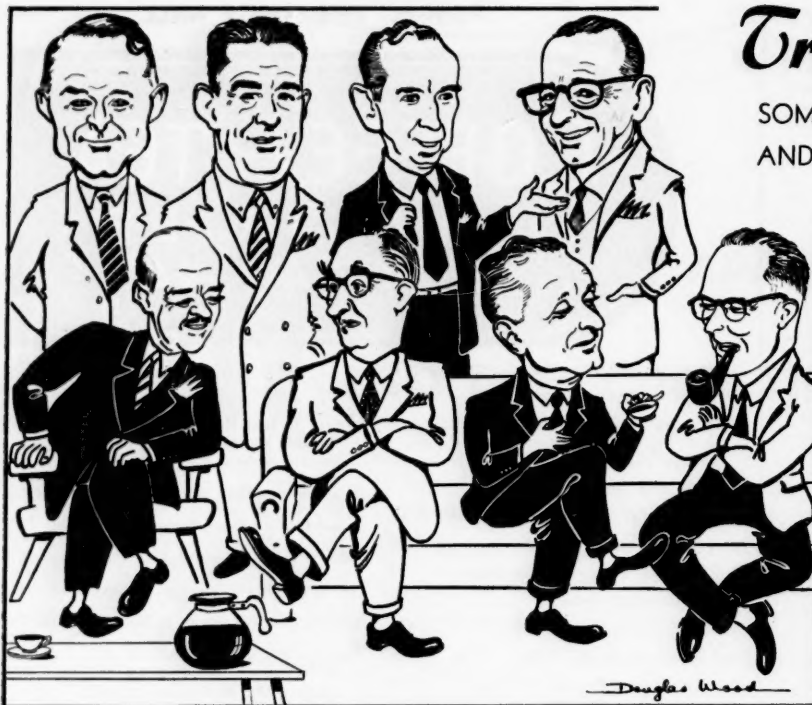
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76th Year

T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor



## Trade Roast

SOME P. C. C. A. MEMBERS  
AND OTHER COFFEE PEOPLE

By DOUGLAS WOOD

With the West Coast coffee industry converging on Del Monte Lodge, Pebble Beach, California, for the 1953 convention of the Pacific Coast Coffee Association, the trade's own cartoonist, Douglas Wood, sketches his impressions of leading West Coast—and other—coffee personalities. Seated, from left, are Andres Uribe, U. S. representative of the National Federation of Coffee Growers of Colombia; Walter Granicher, of Leon Israel & Bros., PCCA president; Peter Folger, of J. A. Folger & Co.; Carleton Corey, of Standard Brands, Inc. Standing, from left, are Robert Powell, of E. A. Johnson & Co.; John Beardsley, of the Otis McAllister Coffee Corp.; Eugene Hoelter, of Hills Bros. Coffee, Inc.; and James De Armond, of J. A. Folger & Co.

## PCCA convention to weigh post-ceiling trends

### Golf to head full recreation program at Pebble Beach gathering

More so this year than ever before, the annual convention of the Pacific Coast Coffee Association will be closely observed by members of the industry throughout the country and abroad. The gathering of West Coast coffee men will be the first large get-together in the trade since the lifting of price controls and the unfolding of the current market situation.

By May 11th-13th, the dates of the convention, some effects of the rise in prices are expected to be visible at consumer and distributor levels. What is said at the convention, all policies agreed on, will therefore reflect not merely opinion on probable developments but some measure of actual experience under the new conditions.

Although the stresses of the current market are sure to generate a considerable measure of serious discussion, from the platform and informally among the conventioners, the PCCA convention, as usual, will be strong on recreation and relaxation.

One guarantee of an enjoyable sports and social program is the site, Del Monte Lodge, Pebble Beach, Calif. To many of the West Coast coffee men, going to the spring convention there is by now a little like coming home.

The charm of Pebble Beach, the golf course winding around the California beauty spots, and the convenience and appointments of the place have lured coffee men back to its attractions year after year. All indications from President Walter O. Granicher point to a record attendance.

Sunday night, May 10th and Monday morning, May 11th, will, as usual in these opening hours, be taken up with registration. The program will follow the procedure of former conventions. There will be a period of formal speeches, the annual business meeting, the baseball tournament between the "greens" and the "roasts" and the final dinner entertainment in formal style.

Among the speakers at the business session will be the new executive vice president of the National Coffee Association, John F. McKiernan.

#### Johnson, Jr., entertainment

The fact that Ed A. Johnson, Jr., is chairman of the entertainment committee, ensures that there will be fun to remember. He promises to bring to the convention some of the trade's own talent, along with the professionals. Assisting him will be Morris Buckingham and Ed Manning, Jr.

Other committees and their members include: Calcutta Prof., R. C. Powell, chairman, Harold I. King, C. G. Eppinger, Earl R. Lingle, W. Nichelmann, Elmer Briggs.

Resolutions: Elwood W. Wright, chairman, Carleton F. Corey, R. L. Thomas, J. Wood, William E. Waldschmidt.

Golf: J. H. Hornung, chairman, Jack Schimelpfenig, William M. Seely, Warren E. Emmerling.

Baseball: William B. Rowe, Jr., chairman, Norman Johnson, E. W. Pattinson, Victor J. Cain.

Necrology: Joseph G. Hooper, Jr., chairman, Andrew S. Moseley, John L. Castleman, Edgar Perry.



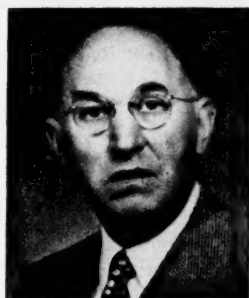
# the coffee industry's new challenge

By WALTER O. GRANICHER, President  
Pacific Coast Coffee Association

A very notable American importer, who has spent a lifetime in the coffee business, used to take the familiar chiding from his friends to the effect that coffee kept them awake. To this he responded that coffee also kept him awake, but it wasn't the coffee he drank.

Unquestionably this applies to most of us in the coffee industry. We are deeply concerned with coffee crops all over the world, but the one crop that is never in short supply is a good bumper crop of problems.

In the recent past, the difficulties surrounding coffee procurement have been augmented by the numerous regulations and restrictions devised by government and quasi-governmental agencies in coffee-producing countries. We no sooner met this hurdle and adjusted ourselves to it than we found ourselves saddled with U. S. coffee controls. Inasmuch as prices did not rise to the ceiling



until lately, this control situation was only a vague threat and proved to be only an irritant in the amount of paper work required.

Now that controls are a thing of the past, we are faced with other and graver problems, namely, the rise of prices to historical highs. This will unquestionably be followed by a wave of resentment voiced in the press, on the air and from the consuming public.

As an industry we went through all of this in 1949 and 1950, and the results were not too happy. We must handle it more proficiently and deftly on this occasion, and one of the principal requirements is that the members of the industry operate in a unified manner to give the public the facts and to "ride out the storm" that will assuredly be upon us.

This is certainly one time when trade associations are essential and can take the lead in setting the proper pattern for all of us to follow.

I am sure there will be happier times ahead, but the industry has before it an immediate challenge which must be met with all of the skill, courage, resource and intelligence at our command.

## price levels and per capita consumption

By STANLEY A. BRAND Director  
Green Division  
Pacific Coast Coffee Association

Are we entering an era where coffee will become a luxury instead of a necessity?

If coffee enters the "upper crust" of the grocery list in company with such items as *Paté de foie gras* and Caviar, the average income consumer could easily soon forget the flavor of a delicious cup of coffee. We must admit that other beverages are continually striving to increase their volume of sales in the mass market.

In this day of "monetary fantasy," where we glibly speak of billions, we sometimes lose sight of the basic concept of a wholesome economy—which in plain language is an economy based on a stable level governed by supply and demand and not dictated by governmental intervention or swayed by wayward statistics.

It must have been an impossibility to ascertain exactly the single straw that finally broke the camel's back. Likewise, today, it will only be conjecture as to when we will reach a price level on coffee that will cause an actual decrease in consumption.

All segments of the coffee industry have for years worked as a closely knit team in their efforts to increase per capita consumption and enhance public relations between countries of production and consumption. To

keep the coffee industry healthy, this united cooperation must continue or we are apt to kill the "goose that laid the golden egg."

Prices based on anticipatory shortages can easily cause an unforeseen back-fire due to the fact that decreased consumption, because of high prices, can quickly bring demand and supply into equal balance.

We in the industry readily appreciate that the producing countries must realize a fair return on green coffee, so that refurbishment of coffee-growing areas may continue. However, this must be predicted on the fair return that industry members of the consuming countries must also realize if they are to continue on a healthy business basis.

We cannot overlook the fact that the consumer dollar is being restricted more every day because of continuing inflationary tendencies in present-day economies. Although national income remains on a high plateau, the grocery list will increasingly come under closer scrutiny by the consumer of average income.

The overall coffee industry should take cognizance of the fact, before it is too late, that "the sky is the limit" only when we speak of interplanetary exploration.

# how coffee came to California



By JOSEPH G. HOOPER, Jr., Director  
Green Division  
Pacific Coast Coffee Association

Prior to 1845 there was very little coffee used in California. In reviewing records, old documents, and letters written before this date coffee is very seldom mentioned and even then the quantities named were so small that it can be said that a real interest for coffee began only after the Mexican War, in which California was seized in 1845 and annexed in 1846 to the United States.

New settlers from the eastern United States arrived in increasing numbers by overland trails and by sailing vessels. Then gold was discovered and the rush really began. These early enterprising immigrants mention coffee very often in their diaries and letters. However, prior to 1850 there was no coffee roasting or grinding establishment in San Francisco. The coffee was roasted in the homes or at the places where it was used.

In April 1850, W. H. Bovee opened the first coffee-roasting plant with a hand mill in San Francisco. G. Venard entered the coffee roasting and grinding business in 1851. By 1882 there were at least eight firms in this type of business in San Francisco, four in Sacramento, one in San Jose, and one in Los Angeles.

In a book published in 1882 by A. L. Bancroft & Co., San Francisco, written by John S. Hittell entitled "The Commerce and Industries of the Pacific Coast of North America," there appears a report on "Coffee and Spice Grinding," from which it can be gathered that the larger firms roasted and ground coffee and also ground spices. Steam power was used. In the country towns some coffee roasting was done in portable ovens and ground in hand mills. He estimates that half of the entire coffee business on the Pacific Coast was then centered in San Francisco.

I believe that Mr. Hittell's report of the handling of coffee is worth quoting: "The coffee berries are roasted in sheet-iron cylinders, and when sufficiently browned, are allowed to cool for several hours—usually overnight."

Mr. Hittell also says that it is claimed by disinterested persons that if not more than ten per cent of chicory is mixed with the ground coffee the result is an improved flavor.

This same report goes on to say: "The annual output of the San Francisco mills amounts to 5,700,000 pounds, amounting in value, at 20 cents per pound, to \$1,140,000. The receipts of green coffee are principally from Central America . . . Ground coffee is sold at from 15 to 40 cents per pound; roasted and ground chicory at eight cents, the present prices of coffee being nearly the same as in 1855."

This book also contains the following interesting comment: "In 1879 a brand of roasted coffee was shipped from New York to San Francisco, which, for a time sold well; but as soon as it ceased to be a novelty, the sales fell off, and at present there is no rival to our home production."

The directories of San Francisco for the early 1850's do not list any importers under the classification of coffee importers. In 1882 it was reported that J. G. Montealegre imported his own coffee for roasting purposes. There were numerous firms listed as importing grocers, among which the names of Wellman, Peck & Co., F. Daneri & Co., Tillman & Bendel, and Haas Bros. appear. Some of the firms under this classification were importers of coffee up to and including the year 1882.

Before closing this article I want to mention the places in San Francisco where coffee was served as a beverage. In 1848 and 1849 the saloons were the main centers of entertainment. Some of these probably served coffee. However, during the following few years the coffee saloons came into being. The directory of 1854 lists fourteen of these including the "Larger Beer Coffee Saloon" at 209 Washington Street, and the "Georgia Coffee Saloon," 211 Kearny Street; "German Coffee Saloon," 152 Clay Street; "New Orleans Coffee Saloon," 157 Kearny Street; and "New York Coffee Saloon," 160 Kearny Street.

These eating places probably attracted some of the drinking individuals by having the word "saloon" in the names of their establishments.

I am happy to note that the "John M. Hooper Coffee House," 179 Front Street, was under a more respectable title when it did business in 1852-53.

## Manning's completes five-year plant expansion program; quadruples output

Manning's, Inc., has revealed that a five-year program of expansion in its San Francisco coffee roasting plant at 901 Battery Street has been completed, quadrupling production capacity.

This development, according to A. C. Glover, manager of operations, reflects increased consumer demand for vacuum-packed Manning's coffee distributed by grocer-dealers throughout the far West and Hawaii—the same blend featured at the company's coastwise chain of restaurants.

# Pacific Coast coffee developments

By MARK M. HALL, San Francisco Representative  
Coffee & Tea Industries

Looking back a year, it would seem that the most dramatic forces affecting the coffee market were brought about by the works of man and not nature, though nature was in the background. There were no great catastrophic events affecting the coffee crops, like war, pestilence or drought, but man-made regulations tried to clamp the lid on economic forces, and the trade witnessed resistance to this encompassment. For the long pull there is only one victor: economics, the law of supply and demand. Artificial means can restrain the market or can cause it to rise only for a time.

Up until the turn of the year, coffee ceilings had been able to keep prices within a narrow range. That this was artificial was shown by the flurry last June when it was thought the new control law would not be applied to coffee. When it was confirmed that the controls on coffee would continue, there was a drop in coffee quotations of from 38 to 66 points.

The results of the political pledges of the Republicans as to price controls were apparent when they won the election, and now that these controls have been removed on many commodities and on coffee, the effects, to say the least, were dramatic. To further emphasize man's part in these market fluctuations, it is well to remember the strengthening effects on the market of the official minimums established by President Vargas last July. It is true that the laws of supply and demand are still in force and will continue to assert themselves, but we have witnessed the effort of man to influence them to his advantage, either on the retarding or stimulating side, as the self-interest seemed to dictate.

The character of business for most of the year is indicated by the fact that the importers complained that business was dull. While volume for the period stood up, roasters bought on a hand-to-mouth basis. As the ceilings during 1952 did not allow of any runaway market and as the value of a bag of coffee was high, it was understandable that roasters bought in this manner, thus saving heavy financing to carry on his operations. Furthermore, the pressure from the producers, with no burdensome supplies, to obtain the maximum in price for their product, and the pressure from the roaster to hold the price down for the consumers, put the squeeze on the importer to the point where he thought he was doing business "just for the fun of it." Roasters were buying in quantities of from 500 to 750 bags, whereas in the "good old days" they bought in lots of 1,000 to 10,000 bags.

The combination of the rumor on controls and a strike of West Coast shipping in June, 1952, made prices shoot up, and many of the local boys sold spots which might otherwise have caused them some worry profitwise. As the tie-up affected only American ships, roasters had no trouble in obtaining coffee. Coffee on domestic ships in San Francisco harbor was in sizeable quantity and cost a tidy sum to hold. When the strike was over, it was claimed that 180,000 bags were released in San Fran-

cisco. One wag said that the trade had "coffee coming out of their ears."

A minimum floor on Brazils and heavy buying against a threatened longshoremen's strike in New York strengthened coffee prices, with Colombians hitting a peak in September of 1952 and Brazils maintaining a high level until the end of that month, when a decline began which carried over until December. At that time, prices began to work up.

During this fall period, importers continued to report that the market was quiet. Roasters were buying on a conservative basis and for immediate needs only. Where they once bought Centrals several months in advance, they now bought for near-by shipment. Roasters apparently had no fear of being caught short, or of any sudden spurt in the market, because importers had an ample supply of spots on hand which they were glad to sell.

On the other hand, increasing European consumption and population jumps in the United States could, it was said, absorb all the extra coffee grown, and increasing costs and inflation would hold prices at about their current levels. Therefore, the struggle between the roasters, trying to hold prices down, and the producers, trying to push them up, seemed to be a question as to which side could hold out the longest.

While the roaster had been inventory conscious and holding down his purchases as much as possible, his volume for the year was good. They didn't look for any radical changes in the market. There was a feeling of optimism because of the election. It was felt that business would have a more healthy climate to live in, and they did not look back on the past with many regrets, for there had been progress in spite of difficulties.

Coffee coming into San Francisco during 1952 had been running behind 1951, but the last two months of the year were heavy and put the totals ahead. Through

*(Continued on page 20)*



Midway Point, near Del Monte Lodge, PCCA convention site.



# coffee demand still growing in Southern California

By CHARLES A. NONEMACHER,

Regional Vice President  
Southern California  
Pacific Coast Coffee Association

The Southern California market adds another interesting coffee to its history. Our trade continues to strengthen and grow to meet the ever-increasing demand in the Southern California area.

Members of the trade here, as is true of the coffee trade everywhere in the United States, have been put to the test to maintain their enterprises on a profitable basis.

The coffee trade witnessed comparatively narrow fluctuations of green coffee prices during 1952 and very sharp advances in early 1953. This market strength reflects the strong statistical position of coffee and the continued operation of the price defense policies of the coffee producing countries. This situation, coupled with the keen competition found in the retail field, have been major factors in bringing about lean profits from the sale of coffee.

The situation presents a stiff challenge and calls for much hard work now and in the future.

It has been said that it is well to mix a bit of recreation with hard work. The P.S.C.A. members of Southern California are looking forward to meeting their fellow members from up and down the West Coast at the coming convention. What better time to take on the combination of hard work and recreation?

The meeting will be held at Del Monte Lodge at Pebble Beach, California . . . a truly beautiful place to play host to a grand group of people.



## Pacific Coast coffee imports, roastings up 100% in 25 years

By R. C. POWELL, Director  
Green Division  
Pacific Coast Coffee Association

The Pacific Coast Coffee Association has visited Del Monte and Pebble Beach many times in the past quarter of a century for their conventions. We have many pleasant memories of past visits, and all of us look forward each year to these days with our friends, an opportunity to renew our acquaintanceships with those from other parts of this area and with visitors from the national scene.

This same quarter century has seen the Pacific Coast in-

dustry increase nearly 100 per cent in volume of imports and roastings, besides the construction of many new and modern processing plants. Fundamentally, the object of the industry is unchanged—that is, to supply a good cup of coffee to every consumer, and thereby to insure continued growth in volume, both per capita and in total users.

The nature of our regional association, embracing all elements of the trade, is unusual, not only in the coffee industry, but in trade organizations in general. The success of this type of association is a compliment to the vision of its founders, and to those who have subsequently led it through many trying periods.

It is a fact of no small importance that the entire industry here speaks with one voice, made strong by the fact that it represents importer, broker, jobber, and roaster, thereby covering our activities from producing country to the retailer's shelf. Our bond with the affiliated industries, while not official, is very close, and these good friends always have shared in our convention activities.

As we look back over the years, the oldsters can recall conventions at other spots, our visits to Victoria, Santa Barbara, Delmar, Sonoma, and the abbreviated sessions of the war years right here in San Francisco.

Many of these were a pleasant variation, but most of us have come back to Del Monte as the ideal place for Pacific Coast coffee's annual meeting.

So, once again, we'll be seeing you at Pebble Beach.

## San Francisco Coffee Club devoted to social events

By WILLIAM M. SEELY, President  
San Francisco Coffee Club

This year marks the 18th anniversary of the founding of the San Francisco Coffee Club.

In July, 1935, a group of coffee men organized the club with Joseph Hooper, Jr., as president and Edward Branten, Jr., as secretary-treasurer.

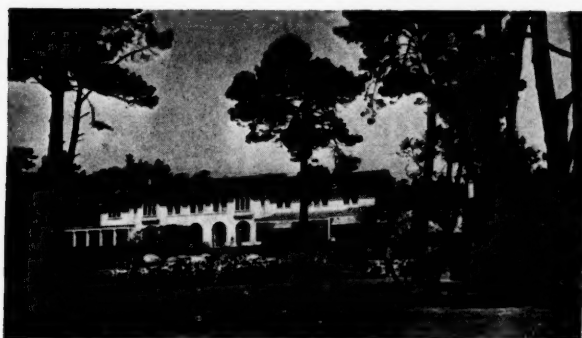
At that time they incorporated in the by-laws the guiding principle that still applies today: that the sole purpose of the club is the promotion of social contact among its members and that its activities are exclusively of a recreational and social nature. At no time has the club had any connection with business matters or trade policies. Then, as now, the only business at hand is to have a good time.

In that first year, the 43 members introduced our now traditional outing of an afternoon of golf followed by dinner and various forms of entertainment. The present membership of 125 still enjoys four such gatherings a year.

In the past the club has engaged in spirited baseball games between the "green" and the "roasts," has participated in an ill-fated song contest, and has instigated a

(Continued on page 21)





Del Monte Lodge, Pebble Beach, California

## GREETINGS

to the 1953 convention of the

## PACIFIC COAST COFFEE ASS'N

**ALLISON COFFEE COMPANY**  
ROASTERS & PACKERS

1200 North Spring  
Los Angeles 54

**R. IRVING ANSCHUTZ**  
IMPORT BROKER  
COFFEE, SPICES, TEA, RUBBER  
1132 N.W. Glisan St.  
Portland, Ore.

**EDW. APFFEL CO.**  
ROASTERS & PACKERS  
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Los Angeles 7

**J. ARON & CO., INC.**  
GREEN COFFEE IMPORTERS  
242 California Street  
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**BEAR AND GARRIGUES**  
CERTIFIED PUBLIC WEIGHMASTERS  
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COFFEE — TEA — SPICE — EXTRACTS  
Los Angeles

**BREAKFAST CLUB COFFEE**  
ROASTERS & PACKERS

1200 North Spring St.  
Los Angeles

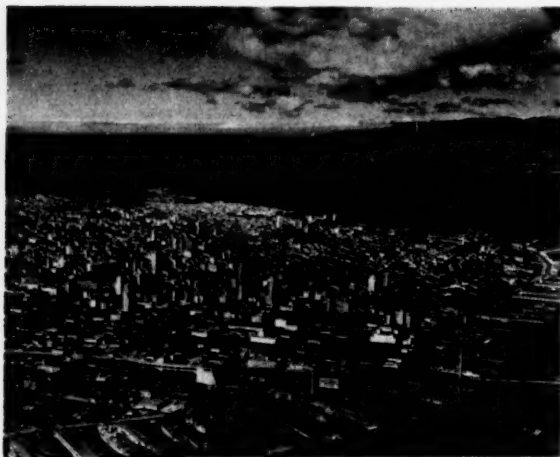
**BUNGE CORPORATION**  
COFFEE IMPORTERS  
San Francisco      New York

**JABEZ BURNS & SONS, INC.**  
COFFEE PROCESSING MACHINERY  
11th Ave., at 43rd Street  
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**BURTON, PARTLAND & CO., INC.**  
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**C. G. CAMBRON CO.**  
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**GEO. W. CASWELL CO.**  
COFFEE ROASTERS  
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San Francisco



San Francisco, looking toward the Golden Gate

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COFFEE ROASTERS

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**CRESCENT MANUFACTURING CO.**

COFFEE ROASTERS

Seattle 4, Wash.

**HUGGINS-YOUNG CO.**  
ROASTERS & PACKERS

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Los Angeles 58, Calif.

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SANTOS — MILDS

150 California St.  
San Francisco

**INTERNATIO-ROTTERDAM, INC.**  
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San Francisco 4

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ROASTERS & PACKERS

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Los Angeles 37

GREETINGS

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147 Drumm St., San Francisco

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**THE NESTLE COMPANY, INC.**

NESCAFÉ—NESTLÉ'S INSTANT COFFEE  
White Plains, New York

**BENJAMIN J. OLDER**

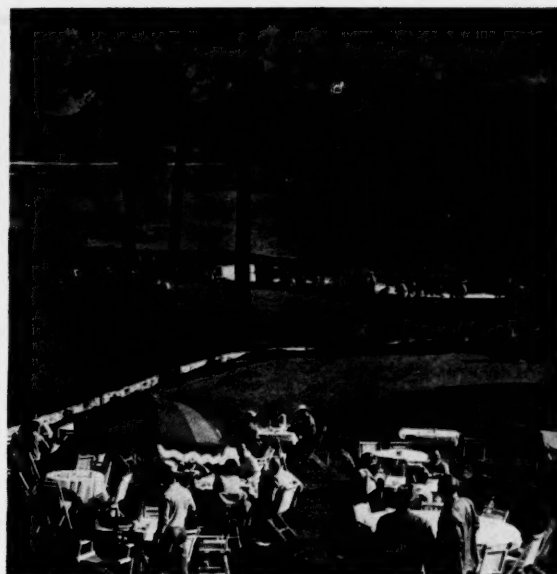
RUSS BUILDING  
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**ORTEGA AND EMIGH, INC.**  
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**J. B. RUTH & CO.**

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Spectator's view of the famous Pebble Beach golf course

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**SAN FRANCISCO WAREHOUSE CO.**  
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**STEIN, HALL & CO., INC.**  
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"Over 100 Years"

**WOOD COFFEE CO., INC.**  
COFFEE ROASTERS

Tacoma, Washington  
Billings, Montana

# trends in coffee cargoes at the Port of San Francisco

By WILLIAM A. GEARY, Chief Wharfinger  
Port of San Francisco

It is gratifying indeed to be able to report that the coffee industry has achieved another record in tonnage through the Port of San Francisco for the year 1952. During this year, 141,231 tons of coffee passed through our port facilities. This compares with 138,620 tons for 1951 and 124,919 tons for 1950.

The San Francisco Customs District records for coffee imports reveal values of \$120,475,130 for 1950 and \$152,407,556 for 1951. It is estimated the 1952 figure will be above the 1951 value.

San Francisco continues to be the third largest coffee center in the world. It is surpassed only by New York and New Orleans. Unlike these two coffee centers, San Francisco roasts a very high percentage of the green coffee unloaded at her port facilities.

There are 26 coffee packers and approximately the same number of green coffee brokers here. Two or three of these firms recently celebrated their centennials in the great coffee industry.

In 1849 the first commercial shipment of coffee arrived



in San Francisco. Bela Wellman, founder of Wellman Peck & Co., wholesale grocers and coffee roasters, is credited with this shipment.

J. A. Folger & Co. established the first commercial coffee roasting plant here in May, 1850. We are frequently reminded of this event by that popular radio commentator Frank Hemmingway.

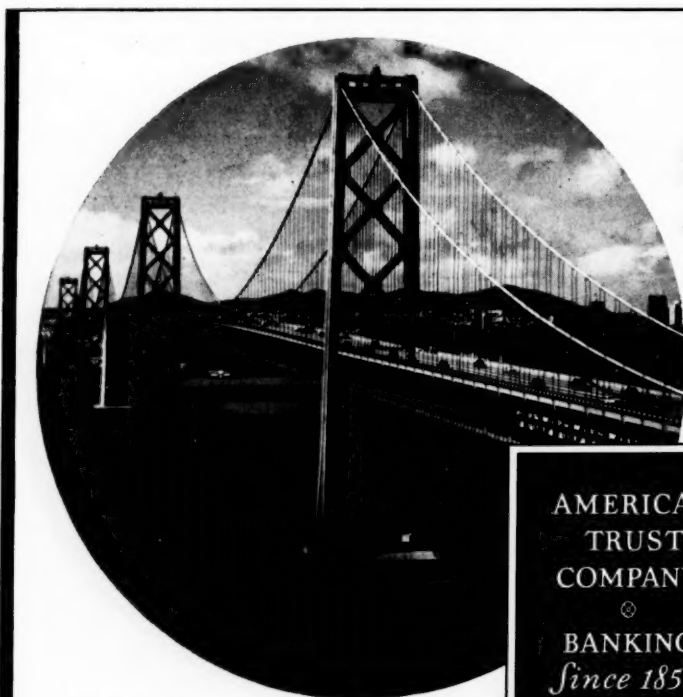
The Jones-Thierbach Co. is also in the 100-year category.

Hills Brothers, M.J.B. Company, A. Schilling and Co., and S. and W., were all founded in the late 70's or early 80's.

Coffee is still by far the most valuable single import entering this port. It also remains San Francisco's second largest industry, exceeded only by the printing and publishing trades.

The Port of San Francisco is blessed with a large number of outstanding steamship services from every port in the world shipping coffee. Almost daily, and often several times daily during the height of the coffee season, January to June, vessels berth at San Francisco with the finest coffee that money can buy. These fast and frequent in-bound steamship services are extremely important to our coffee importers.

During 1952 the Port of San Francisco imported coffee from 20 foreign countries and the Territory of Hawaii. Approximately 40 per cent of this coffee was from Brazil, and over 25 per cent from Colombia. The balance originated from El Salvador, Guatemala, Venezuela, Mexico,



Allied Member, National Coffee Association of U.S.A.

## San Francisco ...home of famous blends

American Trust Company, now in its 99th year, has long played an important part in the financing of the Coffee Industry in all its phases. This bank is keenly interested in the maintenance and promotion of the Bay Area's position as one of the leading coffee centers in the nation. We invite inquiries regarding your financial needs.

Resources over \$1,000,000,000  
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Federal Deposit Insurance Corporation



Nicaragua, Costa Rica, Honduras, Indonesia, Belgian Congo, British East Africa, Angola, French West Africa, and Ethiopia, the last considered by many to have been the original home of the coffee berry. Hawaii's 1952 contribution of Kona coffee was 1,800 tons.

The above named countries are served by the following steamship lines: American President Lines, French Line, Grace Line, Holland-America Line, Independence Line, Italian Line, Johnson Line, Matson Navigation Co., Moore-McCormack Lines, Inc., Pope & Talbot, Inc., Transpacific Transportation Co., Westfal-Larsen Co. Line.

During 1953 additional service will be provided by the entrance of Isbrandtsen and other steamship companies into the coffee trade here.

Ever increasing outbound steamship services to world ports provide the coffee exporters with the opportunity to successfully compete in all markets where coffee is consumed. Seldom does a month pass without welcome news being received that another larger, faster and better equipped vessel has arrived at this port on her maiden voyage. We are happy to announce these newly constructed vessels will be a permanent addition to the finest fleet of merchant ships afloat anywhere in the world.

The coffee industry is one of the most alert and progressive industries in the nation today. Its publicity in the newspapers, magazines and billboards, and over the radio and on TV, is so well programmed that it must be the envy of many less progressive industries. Everyone is urged to drink coffee, and no matter where you roam, through offices, plants, restaurants, colleges, or the homes, the coffee break continues on the march.

The entire West is growing beyond the most optimistic forecast. California's annual increase in population due to the influx from outside the state alone exceeds 350,000 persons. Today our population is estimated to be 11,300,000 and the 1960 prediction is around 16,000,000.

The U. S. Census Bureau estimated the population of the United States on January 1st, 1953, was about 158,448,000. This was an increase of 2,698,000 in 1952, the biggest jump in the nation's history. This verifies the fact that California, with its present increase certain to be sustained, is destined to have the largest population of any state in the Union in the near future.

The coffee industry is in the race to keep up with this astounding increase. Large sums are being spent here in expanding and modernizing existing plants. New and modern plants with much greater capacity and equipped with the newest machinery have been, or are being constructed, to make operations more efficient.

The future of the coffee trade is bright indeed in the Port of San Francisco.

#### **President Batista opens Havana coffee conference of FEDECAME**

The 1953 coffee conference of the Federacion Cafetalera Centro America-Mexico-El Caribe opened in Havana last month, with President Batista addressing the inaugural session.

Among the subjects on the proposed agenda were the establishment of a Banco Cafetalero Centro-America-Mexico-El Caribe; aiding the expansion of the coffee market in Europe; the prevention of adulteration of coffee; the problem of African coffees; and other subjects relating to prices, growing techniques and markets.

APRIL, 1953

GREETINGS

TO THE P.C.C.A.

**S. F. PELLAS CO.**

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SAN FRANCISCO 11, CAL.

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Greetings —

to all the trade and  
guests for a very suc-  
cessful convention.

★

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*Best Wishes  
for a  
successful convention*

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*A Subsidiary of Continental Can Co., Inc.*

**"BETTER COFFEE BAGS"**

#### **Pacific Coast coffee developments**

*(Continued from page 13)*

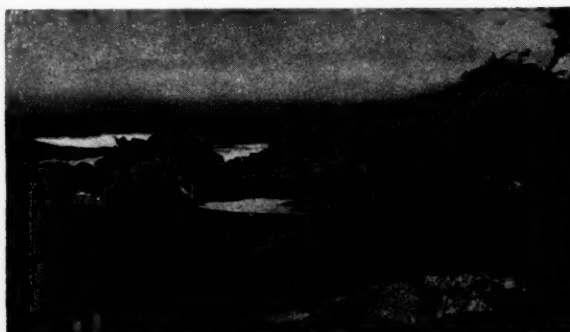
the fall and winter months the market had been declining, with a good crop of Centrals bearing down and bringing Colombians along with them as far as the Federation would allow. Centrals had even been selling under mild Brazils, but there again government support and regulation had prevented any undue weakness. The pressure was expected to be off in January. One importer who peered into the future—but remained anonymous for good reasons—looked for a declining market over the long pull. This, of course, could in his viewpoints be interrupted by the removal of controls.

Through January and February the spread between the futures and near sales had been diminishing almost to the vanishing point. This strength was considered by many the result of pure economics. Supplies had been decreasing in Brazil, and the 1953-54 crop would be no larger than the 1952-53 crop. The movement of coffee out of Brazil had been such that the position would become worse, not better, according to the opinion of the trade during these months.

The crop from Central America was out of the way by March and fell into strong hands. The only balance wheel early in the year was Colombian production and supplies, but they would do nothing to hinder Brazil's support of the market. There was some resistance to higher prices in this country on the part of the roasters, but they needed coffee to keep their plants going, and they had been buying only for immediate needs. It was believed during January and February that if ceilings were removed, prices might push through them, at least temporarily.

Pacific Coast overall importations of coffee showed a slight decline in 1952 over 1951. There were some big name roasters who made notable progress in their sales, so it could only be assumed that there were losses in volume by other roasters.

As 1953 proceeded into February and March, prices of coffee continued to climb, stimulated by the conviction that as controls were being removed on all commodities, they would certainly be removed on coffee. Then March Santos and futures hit—and froze—at ceilings, as did Colombians. The boys along the street twiddled their thumbs or went home until the government saw fit to remove the ceilings. Sales were made in the producing countries at prices higher than our ceilings.



PCCA conventioners will golf on this Pebble Beach course.

COFFEE & TEA INDUSTRIES and The Flavor Field

Then the ceilings were removed, and the boys had to go to work, fast and furious. Orders came in from roasters who needed coffee. The prices shot up to a reported 63½ on Brazils in some cases, and 63¼ on Colombians. Prices have settled since, and there began a spread between the nears and the futures.

On the day that controls went off, one could almost tell by the expression on the faces of coffee men whether they had done any forward buying during the month of December and early January, the period when prices were scraping the bottom of the fall decline. The difference between the two periods was around ten cents a pound, some grades a little more and others less. From the highs at the time of the lifting of controls, the market dropped as much as three cents in some cases. Brazils were quoted higher than Colombians. Outside speculation, it was claimed by some of the green men, contributed to the rapid rise in the first place, and profit taking could account for the sudden drop. The weakness as shown was thought by some as coming more from this source rather than any condition of the coffee situation.

The feeling at the time this record was concluded was that the future was anybody's guess, but as one importer put it, "We can at least do business now." Prices were thought to have a firm foundation at levels following the break. Production of coffee in Brazil was on lower levels, and world consumption was increasing.

Green coffee selling around 60 cents a pound could mean \$1.00 a pound coffee to the consumer. That raises a little question. (note the understatement) worth more than \$64.00 to the gentleman who can answer it:

What will the public say to \$1.00 a pound coffee?

#### New plant opened in San Francisco by Tempo-Vane Manufacturing Co.

The Tempo-Vane Manufacturing Co. has opened a new plant in San Francisco to be devoted to the manufacture of the Tempo-Vane automatic roasting instrument, the grinding of coffee rolls and the distribution of coffee equipment, it has been announced.

Louis Ozor, president of the company, is sole owner and manager.

Mr. Ozor has had 26 years experience in the industry. He was for 17 years with A. Schilling & Co. as their chief engineer, and for the last nine years has worked in the field with many of the important coffee roasting plants in the country.

The company will specialize in Gump mill overhauling, roll grinding and corrugating. New circle chill rolls will also be furnished.

In addition to the well known Tempo-Vane roasting instrument, the company is carrying Parson's Coffee scales for bags, jars and cans.

#### San Francisco Coffee Club

(Continued from page 14)

series of luncheons with speakers.

After several unsuccessful attempts through the years to establish a ladies' night, the club today remains "for men only."

This year, besides our four outings, we hope to schedule a fishing trip and also to arrange golf tournaments with other coffee clubs in the United States.

APRIL, 1953



Speaking of  
**HIGH FREQUENCY**  
a giant  
**TURNSTILE**  
across SAN FRANCISCO'S  
**GOLDEN GATE**

would register a merchant ship in or out  
every hour of the day (based on gear's average)

THAT'S WHY IT PAYS TO SHIP "VIA SAN FRANCISCO"

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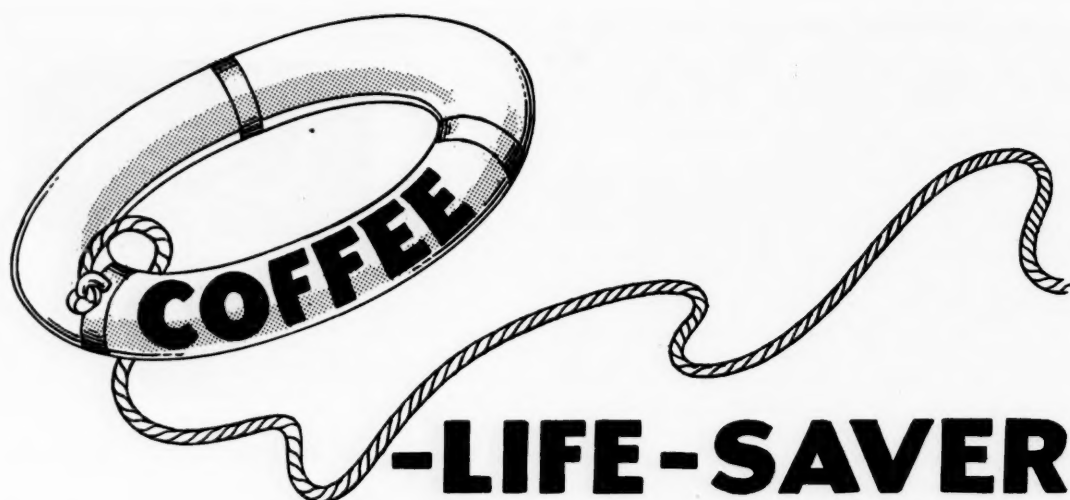
PACIFIC-ARGENTINE-  
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The latest development in the "Break for Coffee" campaign under the auspices of the Pan American Coffee Bureau is the "Coffee Stop" idea to promote safety on the highways.

Municipal and traffic authorities and police all over the United States are advocating stops for coffee to overcome driving fatigue and thus prevent accidents.

Coffee is in truth a "Life Saver" and we are sure that coffee roasters will be quick to promote this opportunity to increase their sales and develop added coffee consumption.

**Ruffner, McDowell & Burch, Inc.**

**NEW YORK: 98 Front St.**

**CHICAGO: 408 W. Grand Ave.**

**SAN FRANCISCO: 214 Front St.**

**NEW ORLEANS: 419 Gravier St.**



# coffee prices—a round-up of events and comments

## over-all: rise is less than forecast

As portions of the rise in green coffee prices began to filter through to the consumer, the industry learned all over again how easy it is to uncover the Pandora's box of public comment—especially unfavorable comment.

In the meantime, the upward surge in prices began to lose momentum against resistance by roasters facing acute problems. On the futures market and in spot trading, prices began to slip somewhat.

Roasters, who were buying cautiously, were still feeling their way toward bringing finished product prices into line with advances in the raw material, but were lagging well behind.

Public statements about probable price rises, made when controls were lifted, turned out to be more drastic than the facts of the weeks which followed.

Some of the resentment which did flare up was therefore caused by a situation which, in part at least, existed only in unfulfilled predictions.

Coffee was especially vulnerable to such attitudes because it moved upward more or less alone, even though its rise was less than long-term increases in other commodities. As in 1949-50—although the extent of the current rise was nowhere as drastic—timing was an important element.

Whatever the reasons, a good deal of public comment hit the newspaper columns and the air waves, and coffee men observed with amazement the readiness with which uninformed commentators let loose ringing opinions on the coffee picture.

Coffee men also observed, with gratitude a considerable flow of reasoned, factual comment and reporting, much of it clearly a result of work over the past few years and currently by the Public Relations Committee of the National Coffee Association.

A round-up of comment and reportage on coffee prices from points throughout the country is presented here. This is not a carefully balanced round-up, or an exhaustively comprehensive one. It is a more or less random selection of the kind of thing people have been reading in newspapers about coffee prices.

## Goodson petitions, colleagues differ

In Jackson, Mississippi, C. B. Goodson, of the Goodson Coffee Co., is reported to have sent letters to the state's two senators and seven congressmen declaring there was an urgent need to bring prices down. "Unless steps are taken to control prices, small operators will have to close their doors in six to 12 months," he is reported to have said.

In Lafayette, Louisiana, coffee roasters disagreed with Mr. Goodson. They told the Lafayette Advertiser that there is little Congress could do to lower coffee prices even if it wanted to. They added that prices should not be brought down by artificial controls, but only by the natural workings of the law of supply and demand. They cited reasons for the price rise. Most important was the fact that annual consumption of coffee in the United States and elsewhere was greater than production. One dealer also pointed out that because of high coffee prices, marginal producing countries are working like mad to get their coffee on the

market. Within a matter of months, he predicted, the increasing supply would ease the pressure for even higher prices.

In Charleston, South Carolina, housewives told the News and Courier that they hated the idea of coffee going up, but that an increase in price, even as much as ten cents a pound, would not affect their weekly grocery lists. Some of them said they might slow down for a week or so, but that the permanent effect would be nil.

## Houston, Joplin—and Senator Gillette

In Houston, Texas, the head of what was called the city's largest grocery chain called on housewives to quit buying coffee "because a certain small group of South American speculators and profiteers thinks American housewives are a group of suckers." Executive Joe J. Weingarten paid for newspaper ads to proclaim this viewpoint.

In an editorial, the Joplin, Missouri, Globe, recalled President Eisenhower's statement that he hoped any coffee price increases would be due "to our Brazilian friends," rather than to domestic importers, jobbers and retailers. "Apparently this is the way it has been", the newspaper commented.

In Washington, D. C., Senator Gillette stirred up three-year-old embers by contending publicly that speculators in this country and South America manipulated coffee prices to raise them. He declared he would again ask Congress, as he did in 1950, to place trading in coffee under the Commodity Exchange Act.

## Brazil, restaurants and solubles

In an article datelined New York, authored by a Lou Schneider, the statement was made that "Brazil has earmarked American housewives to pay higher coffee prices and the operation is well under way. Talk of coffee-grower hoarding in anticipation of higher prices when U.S.A. ceiling prices ended in pure bunk. It's part of the plan to obtain easy dollars to pay the \$300,000,000 loan from Washington."

Various sources credited Brazil's Finance Minister, Horacio Lafer, as saying that while it was felt in Brazil that ceilings in the United States were too low, the government does not favor exaggerated prices. The same reports quoted him as adding that official circles in Brazil think a price of 60 cents for green coffee is "reasonable", for both sides.

In Cleveland, a number of restaurants declared they would serve tea without charge as a protest against high coffee prices.

In New Orleans, Hubert Fernando, manager of the Cafe du Monde, declared that his coffee price had been ten cents a cup for 50 years and they didn't plan to raise it now.

In representative New York City ads, The Nestle Co., Inc., proclaimed; "Beat today's high coffee prices! Save up to 25 cents and more a pound over ground coffee by drinking Nescafe Instant Coffee."

Also in New York City, a representative of El Salvador was reported as pointing out that the American consumer is not spending any greater portion of his income on coffee now than in the mid-1930's.

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*Coffee Importers and Agents*



## On the menu

developments among public feeding outlets

# facts about coffee prices for restaurants

By EDWARD ABORN,  
President  
National Coffee Association



*This article was sent as a letter by Mr. Aborn to Frank J. Wiffler, executive vice president of the National Restaurant Association, to clarify to the restaurant industry the position of the domestic coffee trade in the current situation. Coffee packers who service restaurant accounts may find it useful in explaining the facts to their customers.*

We think that members of the restaurant industry and their patrons will be interested in the facts behind the current coffee situation. The following will perhaps clarify the position of the United States coffee trade in a situation over which we have absolutely no control.

In the first place, manufacturers of coffee in this country are consumers of the product in exactly the same sense as the restaurant man, his patrons and the woman who buys a pound of coffee at her local grocery store. The United States coffee roaster does not carry large or speculative stocks, but like the consumer buys coffee for processing as it is needed.

Since coffee cannot be grown in this country, the trade must look to sources outside the United States for supplies of the raw product. Nobody in this country, now that coffee has been decontrolled, has any authority over what price the producers can ask for their product. The roaster has only one way open for him. He must pay the prevailing price on the world market. The price asked by the producers is naturally reflected in the price the coffee trade must ask for the finished product.

Like most American food industries, the coffee trade is operated on the theory of giving much for little, not little for much. The coffee industry has a long history of operating on very small profit margins. This will not change, because coffee is one of the most competitive products in the entire food field.

The question might logically be asked if it isn't shortsighted of producers to ask higher prices for their product? The fact of the matter is that the price of green coffee is inescapably tied up with supply. At the present time supply and demand are virtually in balance. The world is consuming all the coffee that is grown, and the surpluses have been used up. Over the past three years, the United States alone has consumed an annual average of 19,720,000 bags

of 132 pounds each. Total world production is only about 30,000,000 bags a year.

During the 1930's coffee was available at very low prices because the supply greatly exceeded the world's requirements. Coffee became, at that time, very unprofitable to grow and many plantations were abandoned or neglected. Formerly productive areas were turned over to crops which could offer greater returns. Simultaneously, world consumption of coffee began to increase rapidly. Coffee plantations could not be restored to productivity at a comparable rate.

The coffee trade of the United States is confident that production of coffee will increase during the next three or four years. However, there is no immediate price relief in sight. It takes up to five years for a coffee tree to reach full production and, in the meantime, costs of production, including labor and agricultural equipment, show no signs of declining.

Members of the National Coffee Association wish to reassure their customers in the restaurant industry, however, that the coffee trade of the United States will continue to render its service at the lowest possible cost. We continue to hope that the producing countries will increase production to the point where they can make more money by selling more coffee for less money. That is our approach to our individual business operations, and we know we share it with the members of the restaurant trade.

One thing must be remembered. Even at current prices, coffee is one of the most important and profitable items on any restaurant menu. With the cooperation of restaurant men in maintaining brewing standards, the popularity of coffee will continue to grow; and coffee will retain its position as every restaurant's major "liquid asset."

### Keep those ceiling price records

Under terms of the decontrol action of March 12th, all records required under ceiling price regulations must be preserved until April 30th, 1955.

Until now, a seller's records had to be kept available only for the period set forth in the regulation under which he was operating.

## More production will stabilize world coffee prices, Mejia states

World coffee prices will become stabilized at a level equally fair to producers and consumers when world production has equalled consumption, declared Manuel Mejia, general manager of the National Federation of Coffee Growers of Colombia, at the end of his goodwill tour of five mild coffee countries.

Heading a four-man delegation from the Colombian organization, Mr. Mejia departed from Bogota, Colombia, on February 18th and visited the mild coffee producing nations of Costa Rica, El Salvador, Mexico, Cuba and the Dominican Republic. He was accompanied by Andrés Uribe, United States representative of the Federation, and two technical experts from the Federation's research center at Chinchina, Colombia.

Mr. Mejia's goodwill mission met with representatives of the various coffee grower's associations and discussed method of increasing the flow of technical and scientific information between the countries which produce the same type of mild coffee.

"We are interested in ending the duplication existing in production research and disease control in the coffee producing countries," Mr. Mejia declared. "If we could share this information instead of working independently towards the same objectives, it would give our technicians and scientists more time to devote to increasing their knowledges of improving tree and acreage production."

In Costa Rica, Mr. Mejia's delegation found coffee production in a more or less static state. Costa Rican farmers have great faith in the efforts being made at the research center at Turrialba to improve production and planting techniques on Costa Rica's plantations.

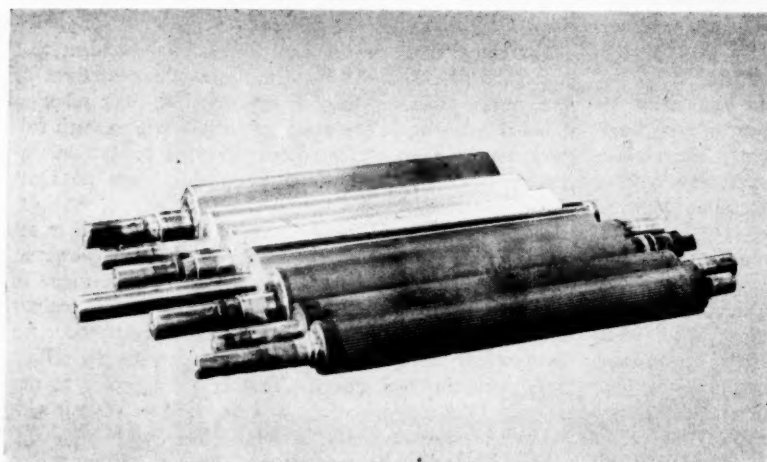
El Salvador, the world's third producer of coffee, also has a fairly static production rate. Most of the available land for coffee production is already in use. Production per acre is fairly high, Mr. Mejia pointed out, because the Salvador coffee farmers use modern agricultural techniques and efficient production methods.

The organization and vision of the Mexican coffee growers indicates that Mexico will improve its production in the next few years, Mr. Mejia stated. Mexican farmers are enthusiastic about planting new acreage and are quick to adopt the most recent planting methods and techniques.

In Cuba, once a fairly large exporter of coffee, Mr. Mejia said, local coffee growers find increased local consumption surpassing production, while in the Dominican Republic he found coffee growers making every possible effort to improve the cleaning and processing of the coffee beans.

In each country visited, Mr. Mejia extended an invitation to the coffee associations to send technicians and agronomists to the Federation's research center at Chinchina. Here the Colombian Federation maintains one of the worlds finest coffee experimental centers staffed by more than 100 highly trained scientists and investigators.

While Colombia's goodwill mission was cordially received in the various countries visited, Mr. Mejia said, he was most grateful to his coffee producing hosts for the valuable information they gave him concerning their highly



## MOORSPEED ROLLS REPRESENTATIVES

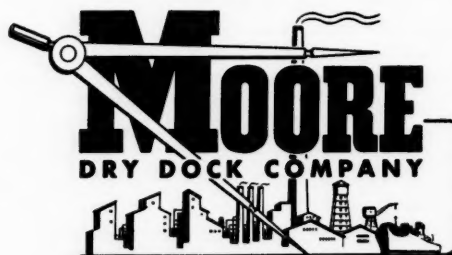
REID-STRUTT CO., INC., 1015 S. E. Stark St., Portland, Ore.

HALVERSON CORRUGATING WORKS, 232 Lucy Ave., Salt Lake City, Utah

C. WILKINSON & SON, 1025 Lindale Ave., Drexel Hill, Pa.

## The Reputation

of the Moorspeed Coffee Rolls, a product of the Industrial Machinery Division of the Moore Dry Dock Company, has long been established among coffee roasting plants. Moore Dry Dock Company manufactures and recorrigates all types of rolls for the coffee industry.



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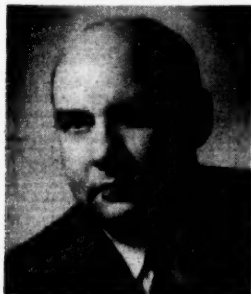


developed methods of producing more and better coffee.

"We have learned as much or more on this trip about producing good coffee as we have given," he stated. "And as the purpose of the trip was to promote the exchange of information, we feel the trip has been a great success and will lead through the years to a greater production effort by all the mild coffee producing countries."

### Coffee Brewing Institute offices now functioning; Laughery is general manager

Roberto Aguilar, president of the Coffee Brewing Institute, Inc., announced that the offices at 120 Wall Street are now functioning under the direction of Eugene G. Laughery as general manager.



Eugene G. Laughery

This announcement was made following the first annual meeting of the board of directors.

Mr. Laughery has a broad and varied background in food technology and research direction. (See: Coffee & Tea Industries, January, 1953, Page 35).

Mr. Aguilar stressed the fact that the work of the Coffee Brewing Institute would be completely objective. The general manager will direct and coordinate the program of the Institute in all its phases, being guided by the policies set forth by the board of directors.

While the full program of the Institute is still in its formative stages, many projects are under consideration and the full cooperation of all segments of the industry is anticipated. Every aspect of coffee brewing will come within the scope of its activities, and it proposes to work closely with manufacturers of coffee brewing equipment of all types.

The Coffee Brewing Institute, Inc., is sponsored jointly by the Pan-American Coffee Bureau and the National Coffee Association of U. S. A. Basically, its objective is the maintenance and improvement of coffee as a beverage and the fostering of research and studies toward that end.

The work will have far-reaching effects on the coffee brewing habits of the consuming public and be vastly important to the welfare of the international coffee industry.

### Howard County, Texas, is coffee-er region

Big Spring, Texas, drinks coffee in large quantities, according to an estimate of local coffee consumption worked out by the Chamber of Commerce.

Lloyd Wooten, Chamber projects secretary, figures Howard County residents drink a total of 17,520,000 cups of coffee per year.

Mr. Wooten made the estimate at the request of a soft drink bottling concern, which also wanted to know how many bottled drinks and how much ice cream are consumed in the county. No estimates were made on the latter.

The coffee estimate was arrived at after Mr. Wooten guessed that 12,000 county residents each drink at least four cups of coffee per day. Howard County population is estimated at approximately 30,000 at present.

APRIL, 1953

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Drug Chain, Chicago, says:

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**Chairman of Edm. Schluter & Co., London,  
dies at sea on way home from New Zealand**

Gerald Charles Schluter, chairman of Edm. Schluter & Co., Ltd., London, widely known in the coffee industry, died last month on shipboard while homeward bound from New Zealand.

Mr. Schluter, who was 67, was buried at sea.

A memorial service was held in London in the Guild Church of St. Margaret Pattens.

Mr. Schluter was the son of G. E. Schluter and the nephew of the founder of the company, Edmund Schluter. He joined the firm in 1905 and became a partner four years later. The other partners were then his brother, the late E. W. Schluter, and the late O. A. Stavenhagen. With the exception of two years in the Army during the first World War, he has been active in the business ever since.

When E. W. Schluter died in 1926, Mrs. G. C. Schluter became a silent partner until her death in 1944, this partnership then devolving upon his daughter. In 1947 Mr. Schluter married again, and his wife was with him at the time of his death.

He had always made a special study of coffee, but with the death of E. W. Schluter he took on the additional responsibility of the rubber and general produce departments



G. C. Schluter

and alone controlled the whole business until the conversion of the firm into a private limited company in 1950.

Mr. Schluter helped in the formation of the Coffee Importers and Exporters Association of London in 1942, and was its chairman from 1945 to 1948. He was also head of the Coffee Trade Federation in 1947. His writings on coffee included the entry in the new Chambers Encyclopedia. A fine linguist, he addressed meetings of coffee men in many different countries, and in 1937 delivered a lecture on coffee to the Royal Society of Arts, of which he was a fellow.

A great traveller and a fellow of the Royal Geographical Society, he returned frequently from Africa and America with films which he showed to the Society and to others. Many will remember his pictures of Kilimanjaro, a mountain of 19,000 feet, which he climbed at the age of 48, and of mountainous seas in the Atlantic, which he filmed from the deck of a liner during a hurricane when most of the passengers were prostrate.

His travels in the last few years included North and South Brazil, and North and Central America. In East Africa last year he was taken ill with coronary thrombosis, but made an excellent recovery, and had resumed regular visits twice a week to the office before leaving for Australia last December. The firm had cabled asking him to rest in Australia before returning home, instead of carrying out his plan to visit New Zealand, but his relentless energy once more drove him to consider the interests of the company before his own health.

"His heart was no longer equal to the demands of his

(Continued on page 32)

## Quality Coffees

• **COLOMBIANS**

MEDELLIN  
TOLIMA

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GIRARDOT

MANIZALES  
LIBANO

• **BRAZILS**

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NEW ORLEANS

## Out of the grinder

### New machine vends "coffee and"

A new vending machine made by the Lunch-O-Mat Corp. of America dispenses hot and cold sandwiches, hot coffee, milk, chocolate milk, juices as well as pies and other pastries. Electrically refrigerated, it also employs the latest type of radar instant heating and incorporates social provisions for air conditioning.

Due to the fact that a variety of items are vended, it is indicated that the machine can do a business of \$100 per week even though serving only 75 people.

### How to make real coffee

The English, who are a little sensitive to American comments about the British cup of coffee, are taking comfort from a South American opinion that "people in the States can't make coffee," according to a Manchester Daily Dispatch item quoted by Coffee Trade News, London.

This judgment comes from Gervasio Barabino, who has been staggering staff tutors at Holly Royde adult residential college, Manchester, by showing them how to make first-rate coffee with blotting-paper.

Yes, blotting-paper. And, of course, with coffee grains too. Like this, says Mr. Barabino, 37-year-old High School headmaster from Montevideo:

"Put the grains on a piece of blotting-paper in an ordinary strainer, moisten them with water—cold will do—till they become a paste, then hold the strainer over a jug and pour your hot water on. 'You don't need a percolator to make good coffee . . . and you get better coffee here than we do.'"

### Coffee and romance

Love is his middle name, so it was only natural that County Supervisor Ben L. Jaggerst of Binghamton, N. Y., should suggest recently that coffee and doughnuts be served to romantic couples parking at the county airport, says an AP report.

### Coffee in gift field

"We knew coffee was America's favorite beverage, but it took a news item in the paper to tell us that coffee now rates as a gift with sterling silver or a roomful of furniture," the B. F. Gump Co., Inc., remarks.

"When a hockey player was honored recently, among his gifts were an eight-piece dining room set, sterling silver service for eight, other equally expensive items—and six two pound tins of coffee!"

### Coffee to suit

"With monotonous frequency, someone says that the coffee he's drinking is especially good or that it's no good, and he wonders why the art of making a good cup of coffee can't be universally taught and practiced," comments Bagaloty.

"We will explain why.

"There are as many different ways of making coffee as there are consumers of coffee. Some like it strong, some like it weak. Some like it hot, some like it lukewarm. Some like it with sugar, some like it clear.

"Having nothing better to do in a restaurant one evening we observed the habits of nearby diners. All of us were drinking coffee that had come from the identical urn. For our taste our cup was perfect in one particular. It was hot, but it wasn't strong enough. At the next table, a woman put a lot of cream and two lumps of sugar in her coffee. Her companion

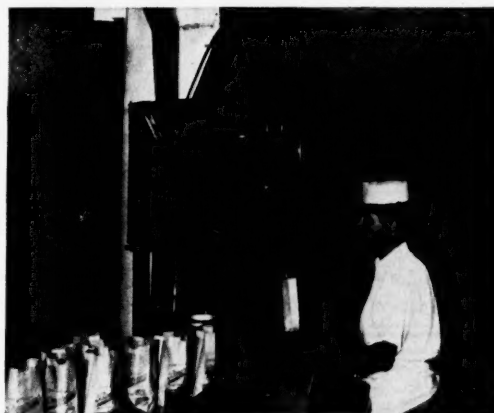
put in sugar but no cream. They both stirred their coffee methodically for five minutes, waiting for it to cool. At another table, a man poured water in his coffee to weaken and cool it simultaneously. A woman put four lumps of sugar in her cup and added cream. In one way or another, everybody tampered with his coffee.

"So what's the use?"

The use, we'd like to add, is that regardless of how people tailor their coffee to suit their particular needs, certain fundamentals do apply to the making of a good cup of the beverage—and many people have a lot to learn about what those fundamentals are.

## SAVE...With BAR-NUN'S Guaranteed

# ACCURACY of 1/32 of 1 oz. Per Pound!



## BAR-NUN "Auto-Check" WEIGHERS

SO EXTREMELY ACCURATE is the Bar-Nun "Auto-Check" Net Weigher, that it is *guaranteed* to weigh your coffee within a *maximum* variation of 1/32nd ounce per pound. Package after package, hour after hour, day after day, the Bar-Nun will *save coffee*—enough to repay the cost of the Weigher within a short time!

A step-up in packaging speed and efficiency usually adds to the savings in coffee. The No. 25 model,

shown in the picture above, weighs up to thirty 1/2 to 1 pound weights per minute. And its owner says "*We know for a fact that we have saved a considerable sum in the few months this Weigher has been in operation.*"

Check up on Bar-Nun savings NOW! Write for full details on the Bar-Nun "Auto-Check" Net Weigher model that meets your requirements.

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AND BAG FEEDERS



IDEAL COFFEE  
ELEVATORS



## Crops and countries

coffee news from producing areas

### See Parana taking lead from Sao Paulo as top coffee state in 3 years

In three years Parana's coffee production will hit an annual rate of 8,000,000 bags and that state will supplant Sao Paulo as Brazil's coffee leader.

This prediction was made in a report from Curitiba on the spectacular advance made by Parana in the past decade.

Parana's exports of 554,000 bags in 1930 was about two per cent of Brazil's crop.

Last year's crop was reported at 5,000,000 bags and Parana coffee made up more than one-quarter of Brazil's leading export.

The end is far from in sight. New coffee trees are being planted at the rate of 25,000,000 a year.

"Terra roxa," the rich red soil extending in a belt across northern Parana, is said to yield three to five times as much coffee an acre as the tired soils of Sao Paulo and Minas Gerais.

#### Brazilian's concerned over coffee's high proportion in country's exports

Coffee's rise in importance—from 35 per cent of the value of exports in 1945 to 73 per cent now—has caused concern in Brazil among persons who remember bad times in the

past when production exceeded demand and prices fell sharply, according to Octavio Veiga, Santos correspondent of Coffee & Tea Industries.

Brazil exported more coffee in 1952 than it produced, a situation that has existed for several years. This led to predictions that coffee reserves would be depleted by this year, but it has not happened. The 1953-54 crop, of about 18,000,000 bags, one of the best in years, will start to market in July.

The statistical position of coffee was such at the year end that 8,350,092 bags were available for export before the big 1953-54 crop starts to come in. It is not known what effect Brazil's bumper crop will have on world prices, which often operate on an economy of scarcity.

#### India bans coffee export this year

Minister of Commerce T. T. Krishnamachari declared recently that India would not export any part of her coffee crop this year.

The coffee crop for 1952-53 was estimated at 21,000 tons.

It is estimated that the coffee grown in India is sufficient to meet the internal demand.

#### Mexico's coffee yield higher

Mexico's 1952 coffee crop was estimated at 70,800 metric tons, equivalent to 1,180,000 bags of 60 kilograms each.

This is 11.4 per cent over the previous year, but is almost 3 per cent under the record 1950 crop of 1,210,000 bags.

Coffee prices continue high and Mexican coffee exporters are optimistic about 1953 exports.

Coffees of High Quality are Produced in:

**COSTA RICA • CUBA • DOMINICAN REPUBLIC**

**EL SALVADOR • GUATEMALA • HAITI**

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*For uniform quality and satisfied customers —  
It will pay you to use these coffees in your blends*

**FEDERACION CAFETALERA**

**CENTRO - AMERICA - MEXICO - EL CARIBE**

**Dirección Cablegráfica: FEDECAME**

**SAN SALVADOR, EL SALVADOR, C. A.**



### First World Coffee Congress

slated to start in Parana

December 11th; plan exhibit

The first World Coffee Congress, which will bring together men in all phases of coffee from producing and importing countries, will open in Curitiba, capital of the State of Parana, on December 11th.

This was revealed by Sebastio Sampaio, secretary general of the World Coffee Congress, in an article in a special Brazilian section of the New York Herald Tribune.

The section reviewed Brazilian developments in commerce, industry, finance and agriculture, and contained a variety of articles on coffee and the coffee regions.

The first four days of the World Coffee Congress will be of a preparatory nature and will relate especially to Brazilian coffee matters, Mr. Sampaio said. The next five days will be devoted entirely to an international program.

On December 19th, the date of the centennial celebration of the State of Parana, and International Coffee Exhibition will open at Curitiba.

The exhibition will occupy 11 buildings and will comprise an up-to-date report on the progress of coffee as a beverage throughout the world.

### West German coffee imports rise

West German imports of raw coffee rose from 673,277 bags in 1951 to 936,640 bags last year, according to the Association of West German Coffee Wholesalers and Roasters.

More than 50 per cent of all imports came from Brazil, the association said, but this quantity represented only 14.5 per cent of the German imports from Brazil in 1938.

Coffee consumption per head of population rose from 860 grams in 1951 to 1.1 kilograms, last year. It was 2.89 kilograms in 1938.

A further rise in consumption, necessary to promote German exports to South and Central America, would only be possible if German coffee tax were lowered from the present ten marks per kilogram at least to three marks, the association said.

### Italy using more coffee

Italy imported 60,691 metric tons of coffee during 1952 against 53,345 in the preceding year.

The increase was due to higher domestic consumption, despite customs duties and other taxes amounting to around 500 lire per kilo.

Italy is gradually rebuilding her coffee stocks, which were now put at between 9,000 and 10,000 tons.

### Data on sifters, filters published

A 126-page catalogue of value to coffee, tea and spice men concerned with sifters or filters has been issued by the Multi-Metal Wire Cloth Co., New York City.

Highlighting one section is a report on 18 months of research into the flow characteristics and particle retentivity of metallic filter cloths, conducted at Columbia University in New York City.

In addition to 400 illustrations and complete listings of wire cloth, filter cloth and fabricated products, various sections give the catalog the value of a handbook.

APRIL, 1953

# MEMCO



# ROLLS

**PRECISION BUILT**

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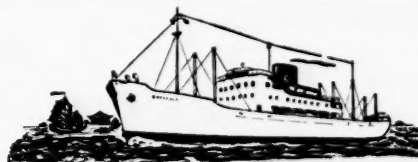
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**FAST DIRECT FREIGHT SERVICE  
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## **Larger world coffee output in 1952-53 is USDA prediction**

World coffee production in 1952-53 is now estimated at 40,000,000 bags of 132.3 pounds each, an increase of 4 percent over 1951-52 production of 38,279,000 bags. This is an increase of 640,000 bags over our earlier forecast for 1952-53 of November 21, 1952. Production increases are expected in each of the principal producing areas of the world except Africa. Coffee production in North America in 1952-53 is estimated to be 3 percent higher than 1951-52; South America 6 percent higher and Asia and Oceania 2 percent higher. Africa is expected to be 1 percent lower.

In the summer and early fall of 1949, spot prices of Santos No. 4 rose from 28.75 to 51 cents a pound. In February 1951, the Office of Price Stabilization placed coffee under a ceiling price of 55.5 cents a pound and until coffee price control was removed on March 12, 1953, fluctuations were slight, but now they have again begun to advance.

Many factors have combined to bring about this situation. Increased consumption both in the United States and Europe, plus decreased production since prewar (1935-39), have practically exhausted our coffee stocks. Higher standards of living and higher local wages than before are reported from most countries producing coffee and these have contributed to higher prices at the shipping points.

### **Odorless bushings for Vaculators**

Odorless, tasteless and imparting no foreign flavor to the coffee is Vaculator's new bushing or seal for its

restaurant model glass coffee makers, according to an announcement by Jon Zitz, general sales manager of the company.

Coffee experts have sampled coffees brewed with bushings made of various compounds, Mr. Zitz went on to say, and those experts stated that the Vaculator compound was completely neutral, so that only the natural coffee flavors could be detected.

The new Vaculator bushing has been so designed that it makes a seal effortlessly, and because it makes a non-friction seal, the bushing shows little wear, Mr. Zitz added.

### **New coffee tax in Ecuador**

A one per cent ad valorem tax has been levied on each quintal of coffee shipped from the Ecuadorian cantones of Jipijapa and Jajan in Manabi Province.

A prolonged drought in this area has aggravated water shortages, and the funds collected from the new tax are to be used to provide improvements in the water and sewage systems within the two cantones.

### **Schluter chairman dies at sea**

*(Continued from page 28)*

mind and his will," the company commented. "He died, as he had lived, in the pursuit of new experience and high adventure of the world of business and the business of the world. Though he did not return from his last journey, the purposes of it were accomplished. His work is done, but will not be forgotten."

MEMBER OF



**THE GREAT ATLANTIC & PACIFIC TEA CO.**

**IMPORTERS, ROASTERS, RETAILERS  
OF FINE COFFEE**

Represented in

**BRAZIL AND COLOMBIA**

By the

**AMERICAN COFFEE CORPORATION**

## Premiums

### 2,000 coffee makers moved by Hermitage in TV premium offer

A total of 2,000 coffee makers was the total rolled up by Hermitage Coffee in a premium offer made recently over a single southern television station.

Each request for a coffee maker was accompanied by three empty Hermitage Coffee bags—and \$2.95.

The offer had been just given five program plugs over WSM-TV, Nashville, Tenn., when the 2,000 total was reached.

Robert G. Fields & Co., agency for Hermitage Coffee, handled the advertising.

So proud was WSM-TV of the results that it took a full page in Printers' Ink to tell the advertising world about them.

#### Butter-Nut Coffee offer

The Aveco one-cup drip coffee maker has been offered by Paxton & Gallagher, Omaha, for 50 cents and the key strip from a can of Butter-Nut Coffee.

Large space newspaper ads backed the offer, with an order blank included in the ad.

#### Jewel Tea salesmen's contest

One of the top firms in the home service coffee and tea field, an industry which makes heavy and effective use of

#### Trends in coffee and tea premiums

Now underway is Coffee & Tea Industries' fourth annual survey of trends in premium use by coffee and tea packers and home service merchants through the country.

Results of the survey will appear in the June, 1953, issue of Coffee & Tea Industries.

Also in this issue will be the fourth annual Coffee and Tea Premium Buying Guide, a comprehensive classified directory of premium sources for use by coffee and tea distributors, including wagon route operators.

premiums for its customers, has applied the premium idea to its own salesmen—or rather, to their wives.

The Jewel Tea Co., has sponsored a contest for the wives of its route salesmen, advance salesmen, branch salesmen and assistant managers.

Points are given for collections, cash transactions and personal new customers. The points, valued at one cent each, can be used to purchase merchandise in the new 1953 Jewel Tea catalogue.

The winner in each division will also receive a gold coronation necklace.

#### Fleetwood customer's contest

To promote its sales, the Fleetwood Coffee Co., Chattanooga, Tenn., has used

(Continued on page 79)

If She  SEES 'em  
You'll SELL 'em

### Pemsco's NEW All-Purpose FOOD Carrier-Cover COMBINATION



Pemsco's ALL-PURPOSE Food Carrier-Cover combination keeps pastries fresh for days; provides an easy way to carry pies, cakes, sandwiches, hot dishes and many other food items to parties, picnics, etc. Beautiful Hand Decorated Flowercraft Design and sparkling colors add beauty to any kitchen, and its ALL PURPOSE uses gives this item year around appeal.



Large air tight compartment for cakes or hot dishes. High enough to accommodate large size angel food cakes. May be used as a separate unit.



Separate pie section has tight fitting cover, keeps pie fresh and delicious for days.



Pie cover fits snugly over base making a neat single compartment for pies or hot dishes.



Large tray, easy to use, easy to clean, makes an attractive serving tray for sandwiches, cakes or cookies, etc.

### Pemsco's NEW Mag-Rack



The Pemsco Mag-Rack will give you an item with volume sales and year-round appeal. Every family will want one or more. An inexpensive magazine rack, expertly made from heavy gauge materials and velvet ebony finish with beautiful Hand Decorated Flowercraft Design.



#### Can be used in any room in the house

The Pemsco Mag-Rack fits well into any room. Not too big for crowded bathrooms, yet is large enough to hold sufficient number of magazines. The Pemsco Mag-Rack is attractive and rich-looking, will blend into any living room decorative scheme. Sturdily built, the Mag-Rack can stand heavy use of basement play rooms, dens or outside patios.

Each Item **\$2.95**  
Retails for Only

**PEORIA METAL SPECIALTY COMPANY**  
2505 S. Washington St., PEORIA, ILLINOIS

## H. L. C. BENDIKS, INC.

NEW YORK

96 Front St.

NEW ORLEANS

225 Magazine St.

**IMPORTERS - JOBBERS**

**COFFEE - TEA**

## N. V. KOFFIE HANDELMY MATAGALPA

P. O. Box 631

AMSTERDAM, C, HOLLAND

## GABRIEL DE PAULA S/A

Comissaria e Exportadora

**Coffee Exporters**

SANTOS • RIO DE JANEIRO • PARANAQUA

**B R A Z I L**

**BRAZIL GABRI** — a trademark of quality

FAIRCHILD & BOLTE  
WELDON H. EMIGH CO., INC.  
FELIX J. VACCARO

NEW YORK  
SAN FRANCISCO  
NEW ORLEANS

## ORTEGA AND EMIGH, INC.

**Coffee Importer**

Quality Coffees From

**COLOMBIA-SANTOS**

**GUATEMALA-EL SALVADOR-COSTA RICA**

**MEXICO-NICARAGUA**

461 Market St. San Francisco

## Marketing

### IGA runs dealer contest in drive to boost sales of Sunny Morn Coffee

"Your IGA coffee department is one of your best sources of profit—one of the key points to use in building volume and patronage for your IGA store."

This message was put before IGA dealers recently by the organization's house organ, the IGA Grocergram.

The magazine explained that IGA advertisements for Sunny Morn Coffee will be run in Pathfinder, Farm Journal and American Family. Along with this consumer magazine advertising and newspaper promotion, IGA is staging a dealer's coffee department photo contest.

To urge every retailer to exert every effort in pushing IGA coffee, the following retailer prizes are being offered:

Three first prizes of \$250.00 (or 25,000 merits); three second prizes of \$100.00 (or 10,000 merits); three third prizes of \$50.00 (or 5,000 merits); nine fourth prizes of \$25.00 (or 2,500 merits); 30 fifth prizes of \$10.00 (or 1,000 merits).

This total of 48 valuable cash or premium prizes is offered for the best coffee department photographs in each of three classifications of stores based on average weekly sales—16 prizes for each group of stores doing a sales volume of up to \$2,999 per week, \$3,000 to \$4,999 per week, \$5,000 and over per week.

The contest simply requires a retailer to do the following:

Order sufficient quantities of all IGA coffees to develop an impressive coffee department.

Use all coffee department display material effectively, including window posters and reprints of full-page four-color ads on Sunny Morn.

Work with the supervisor in setting up a complete, balanced coffee department, with your own controlled brands predominating. See that the coffee mill is in perfect running order and properly adjusted.

Submit your entry together with a photograph of the coffee department to the supervisor or supply depot.

Professional photos will be given no preference over ordinary, clear, snapshots.

A special coffee department sign complete with stand will be furnished free with the purchase of five cases of Sunny Morn.

All entries will be judged by an impartial board of contest judges and awards made on the basis of completeness of the department, practicability, originality and predominance of controlled brands.

Beyond all of this activity sponsored by IGA headquarters and the supply depot, there are many things that the IGA retailer can do to stimulate local consumer interest and capture more coffee business, it is suggested.

For example, a coffee bean guessing contest each week for the five-week promotion. The prizes can be anything from fresh Sunny Morn coffee to the limits of imagination and budget. The guessing contest could center around a gold fish bowl partially filled with Sunny Morn coffee beans. This should be displayed near coffee department and placarded with the contest announcement.



### Top coffee, tea magazine advertisers in 1952

Top coffee and tea advertisers in 1952 in general magazines, farm magazines and newspaper sections were headed by the Pan-American Coffee Bureau, with an expenditure of \$760,490.

In 1951, PACB spent \$717,875 in the same type of media, according to the Publishers Information Bureau, which compiled the figures for the Magazine Advertising Bureau.

Other leading advertisers, with their 1952 and 1951 magazine expenditures, were: Nescafe, \$687,565 and \$521,189; A&P coffees, \$385,665 and \$364,595; Tea Council, \$323,150 and \$524,044; Lipton Tea, \$177,040 and \$224,208; Maxwell House Coffee, \$164,430 and \$196,800.

Magazine advertising for coffee substitutes in 1952 and 1951 included: Postum Coffee Substitute, \$564,415 and \$200,700; Sanka Coffee and Instant Sanka, \$242,291 and \$339,736.

### Building restaurant volume with coffee

Pleasant odors can add customer appeal to restaurants, suggests the National Restaurant Association. A restaurant owner in MacClerry, Fla., will testify to that. He grinds his coffee beans beside his urn. The clean, tantalizing odor draws folks like bears to a honey barrel.

Hundreds of other restaurants give their customers the pipe and slipper treatment by supplying free cups of coffee. A place in Williamsburg, Va., serves a cup of coffee right along with the menu—the customer conditioner, they call it.

Many other places give free second cups of coffee, but not too many cash in on this secret of an Indiana operator: He provides free cigarettes with his coffee.

Some restaurants serve coffee in individual coffee carafes.

Hotel coffee shops have an obvious source of customers in the hotel guests. Here's a tip from a hotel coffee shop chef in Macon, Georgia: "Catch those guests who leave requests at the hotel desk to be awakened early. Shortly after they have been awakened, have a menu and a free cup of coffee delivered to their rooms. Also, make sure all guests are reminded of the breakfast hours before they retire."

### Story of packaging in Continental Can movie

The development of packaging from early American days to the present is depicted by the Continental Can Co. in a 15-minute color film entitled, "The Story of Packaging."

From the opening sequence showing the Mayflower landing at Plymouth Rock, the film, in colorful animation, carries the audience through three centuries of industrial progress. The role played by all types of packaging in the growth of our mass distribution system is portrayed from the original cracker barrel to the streamlined, colorful and sanitary packaging of today.

"The Story of Packaging" places the spotlight on mass distribution and shows how various methods of packaging enable the purchase of ever-fresh goods in convenient amounts and make possible a vast variety of goods to meet every material need.

### Coffee in your hat

Here's a new one, cooked up by a New York roaster.

Via his radio program, he offered two John Frederics hats a day for the best letters about a good cup of coffee.

APRIL, 1953

## Ancient History — Rewritten

The late Alfred W. McCann  
once wrote . . .

"Chicory makes poor coffee  
good and good coffee better".

Although we might prefer  
to be associated only with  
fine Santos and Colombians  
the fact that our product  
helps keep *any* coffee drink-  
able and at the same time  
reduces the cost is something  
to think about.

How about your blend?

**E. B. MULLER & CO.**

Branches

53 Wooster St.

New York City

333 Girod St.

New Orleans, La.

PORT HURON, MICHIGAN

**THERE'S A  
DIFFERENCE  
IN TEA—**

**AND  
TENDER LEAF  
BRAND  
PROVES IT!**

**ALL THE  
FLAVOR  
YOUR CUP  
CAN HOLD!**



PRODUCTS OF STANDARD BRANDS INCORPORATED

## **Solubles**

### **Nozzle and wheel atomization offered**

#### **in same spray drying equipment by Bowen**

Ralph T. Reeve, president of Bowen Engineering, Inc., has announced that as the result of recent developments in the firm's new test laboratories, Bowen spray dryers are now offered with nozzle atomization, in addition to centrifugal atomizers.

More Bowen commercial spray drying installations have been installed in the industrial field in the last ten years than those of any other manufacturers, and all have previously used centrifugal atomizers, Mr. Reeve said. This is therefore a major change in policy for the organization, particularly because many of the major patents covering centrifugal atomization were issued to Mr. Bowen, who was considered a pioneer in this field.

Because of the unique design of Bowen equipment it is possible to have the two different types of atomization interchangeable in the same spray drying installation, it was pointed out. This makes for much greater flexibility of operation and allows the equipment to be used for a number of different products with widely varying characteristics.

The selection of the proper type of atomization can be accurately determined by tests in the Bowen Laboratories, where facilities have been increased to provide both nozzle and centrifugal atomization during the test of any single product, it was stated. Tests can be run on full scale equipment and will provide an accurate basis not

only of judging the relative merits of the two types of atomization, but will also furnish product samples and design data, it was explained.

An illustrated booklet describing the Bowen Laboratories is available on request.

### **Borden's puts instant share**

#### **of home coffee market at 18%**

A sizeable sales increase was again established in 1952 by Borden's instant coffee, Theodore B. Montague, president of the Borden Co., disclosed in his annual report.

When the food products division introduced this product to consumers in 1945—after perfecting it for Army use—only seven per cent of the total home coffee market was held by various instant coffees. Since then the share has grown to 18 per cent, with Borden's accounting for a good part of the increase, he said.

### **Instant soluble chicory in powder form**

#### **developed by American Food Laboratories**

An instantly soluble chicory in powder form, ready to use, has been perfected by American Food Laboratories, Inc., Brooklyn, N. Y., it was announced by Joseph Glaubman, president.

After consultations with chefs and food technicians, Mr. Glaubman recognized the need for an instant soluble chicory to be utilized by food processors and by those engaged in the preparation of food. He realized that the benefits of crude roasted chicory, formerly restricted to a limited few, could then be made available to all, it was explained.



# *Fine Colombian Coffees*

## **LEONIDAS LARA & SONS INC.**

99 WALL STREET

NEW YORK 5, N. Y.

Telephone: DIgby 4-8777

Cable: NYLORENA

Teletype: NY 1-3368

Named "Chic-Quik," the 100 per cent pure, highly concentrated natural product was developed under the direction of Willis S. Steinitz, vice president in charge of research and production, after a long period of intensive effort.

According to Mr. Glaubman, Chic-Quik will prove of considerable significance to processors of coffee, instant coffees, soups, bouillons, sauces, gravies, chocolate and confectionery, bakery products, cereals and prepared meats. Used properly, Chic-Quik intensifies flavor, builds body, and enriches color, accentuating the best in every food product, he claimed.

Chic-Quik, stated Mr. Steinitz, is ideal for coffee. It not only accents the flavor and aroma, but also develops a richer color and taste, he said. However, he pointed out, although roasted chicory is well known for its uses with coffee, its virtues as a flavor-amplifier are less familiar. In soups, bouillons, sauces, gravies and prepared meats, it yields a meaty, full-bodied flavor. Added to such foods as bread, cakes, chocolate and confectionery, it produces a distinctly improved flavor.

In addition to its soluble chicory, American Food Laboratories produces Americafe soluble coffee, as well as a complete line of flavors and extracts, and maintains plants in New York and California, with sales offices in Philadelphia, Baltimore, Detroit and Chicago.

## Shipping

### Named Moore McCormack resident

#### vice president in South America

Moore-McCormack Lines has announced that K. C. Tripp, vice president, has assumed duties as resident vice president in South America.

As such, Mr. Tripp represents the parent company in direct supervision of their South American corporations and agencies.

He has taken up residence in Rio de Janeiro, which will be his base of operations.

Mr. Tripp is a native of Wyoming, studied at the University of Michigan, and has been active in business on the Pacific Coast since 1920, being successively traffic manager of the Sperry Flour Co. and the Apricot Growers' Association, and freight traffic manager of the North German Lloyd Line.

He joined Moore-McCormack Lines in 1940 in San Francisco, served also in the Portland (Oregon) office, and was made Pacific Coast manager, then vice president.

He has been succeeded as Pacific Coast manager by C. J. Gravesen, formerly the company's Pacific Northwest manager.

### Up coffee rates from West Africa

Effective May 1st, 1953, the ocean freight rate on coffee from West Africa to New Orleans will be increased from \$31.00 to \$33.50 per 2,240 pounds.

This action was taken by the American West African Freight Conference.

Members of the conference include: American West African Line, Inc., Belgian African Line, Compagnie Maritime des Chargeurs Reunis, S. A., Elder Dempster Lines, Ltd., Farrell Lines, Inc.

APRIL, 1953

## QUALITY PRIVATE LABEL

# COFFEE



To Retail at a Popular Price . . .  
at a PROFIT to You!

Super Market operators . . . Chain Store organizations . . . progressive Wholesale Grocery firms . . . it will prove profitable for you to contact us. We are one of America's largest coffee roasting plants . . . backed by over 80 years experience. Newest, most modern equipment. Fully staffed for dependable delivery.

Without obligation, write to Dept. A

**CONSOLIDATED FOOD PROCESSORS, Inc.**  
526 S. Eutaw Street, Baltimore 1, Md.

## MAXWELL HOUSE Coffee

BOUGHT AND ENJOYED

BY MORE PEOPLE THAN

ANY OTHER BRAND OF

COFFEE AT ANY PRICE

MEMBER OF  
**NCA**

*Good to the last drop!*

**Regular Service**  
From The Principal Brazilian Ports To:  
**NEW YORK      NEW ORLEANS**

 **Lloyd**  
**BRASILEIRO**  
(Patrimonio Nacional)

Owned and operated exclusively by the Brazilian Government, LLOYD BRASILEIRO includes the American Line in its list of services vital to Brazil's trade relations with the commercial centres of the world. The American Line maintains regular service from the principal Brazilian coffee ports to New York and New Orleans, with facilities (as cargo offers) at Philadelphia, Baltimore, Norfolk, Jacksonville and Houston.

*Bringing North and South America nearer each other, LLOYD BRASILEIRO makes the Good Neighbor a Close Neighbor.*

**NEW YORK      NEW ORLEANS**  
17 Battery Place      305 Board of Trade Bldg.

# GRACE LINE

Serves the Coffee Trade with a Fast, Modern Fleet of American-Flag Freight and Passenger Vessels on Regular Itineraries from the Coffee Ports of

**COLOMBIA**  
**VENEZUELA**  
**ECUADOR**  
**PERU**  
and West Coast of  
**CENTRAL AMERICA**  
to

**NEW YORK      LOS ANGELES**  
**JACKSONVILLE      SAN FRANCISCO**  
**BOSTON      SEATTLE**  
**BALTIMORE      VANCOUVER, B. C.**



# GRACE LINE

10 Hanover Square, New York 5, N. Y.  
Tel.: DIgby 4-6000  
Agents and Offices in All Principal Cities

TO NEW ORLEANS AND OTHER U. S. GULF PORTS... FROM

# SOUTH AMERICA

**PARANAGUA, SANTOS, RIO DE JANEIRO, VICTORIA**  
Regular weekly sailings

# WEST AFRICA

**LUANDA, LOBITO, MATADI, AMBRIZ, AMBRIZETTE, PORTO AMBOIM**  
Regular three week sailings

**Delta Line**

MISSISSIPPI SHIPPING COMPANY, INC. • NEW ORLEANS

AGENTS:  
**RIO DE JANEIRO:** DELTA LINE, INC.  
Rua Visconde Inhauma 134  
**SANTOS:** DELTA LINE, INC.  
Rua 15 de Novembro 176-178  
**LUANDA & LOBITO:**  
Sociedade Luso-Americana, Ltda.  
**MATADI:**  
Nieuwe Afrikaansche Handels Vennootschap





# Ship sailings

## A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

### Abbreviations for lines

Alcoa—Alcoa Steamship Co.  
Am-Exp—American Export Lines  
Am-Pres—American President Lines  
ArgState—Argentine State Line  
Am-W Afr—American-West African Line  
Barb-Frn—Barber-Fern Line  
Barb-W Afr—Barber-West African Line  
Barb-Wn—Barber Wilhelmsen Line  
Brodin—Brodin Line  
Cunard—Brocklebanks' Cunard Service  
Delta—Delta Line  
Dodero—Dodero Lines  
Ell-Buck—Ellerman & Bucknell S.S. Co.  
Farrell—Farrell Lines  
Grace—Grace Line  
Granco—Transportadora Gran Colombiana, Ltda.  
Gulf—Gulf & South America Steamship Co., Inc.  
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines  
Independence—Independence Line  
Isbrandtsen—Isbrandtsen Co., Inc.  
Italian—Italian Line  
JavPac—Java-Pacific Line  
Lloyd—Lloyd Brasileiro  
Lykes—Lykes Lines  
Maersk—Maersk Line  
Mormac—Moore-McCormack Lines, Inc.  
Nopal—Northern Pan-American Line  
Norton—Norton Line  
NYK—Nippon Yusen Kaisha Line  
PAB—Pacific Argentine Brazil Line  
PacFar—Pacific Far East Line, Inc.  
PacTrans—Pacific Transport Lines, Inc.  
Pioneer—American Pioneer Line  
Prince—Prince Line, Ltd.  
R Neth—Royal Netherlands Steamship Co.  
Robin—Robin Line  
SCross—Southern Cross Line  
Silver—Silver Line  
Sprague—Sprague Steamship Line  
Stockard—Stockard Line  
Stran—Strachan Shipping Co.  
Swed-Am—Swedish American Line  
UFruit—United Fruit Co.  
West Cst—West Coast Line, Inc.  
West-Lar—Westfal Larsen Co. Line

### Abbreviations for ports

Ba—Baltimore  
Bo—Boston  
CC—Corpus Christi  
Cb—Chicago  
Chsn—Charleston  
Cl—Cleveland  
De—Detroit  
Ga—Galveston  
Gf—Gulf ports  
Ha—Halifax  
Ho—Houston  
HR—Hampton Roads  
Jx—Jacksonville  
LA—Los Angeles  
ML—Montreal  
Mo—Mobile  
NO—New Orleans  
NY—New York  
Nf—Norfolk  
NN—Newport News  
Pa—Philadelphia  
Po—Portland  
PS—Puget Sound  
SF—San Francisco  
Se—Seattle  
St Jo—Saint John  
Ta—Tacoma  
To—Toledo  
Va—Vancouver

## COFFEE BERTHS

SAILS	SHIP	LINE	DUE
<b>ACAJUTLA</b>			
4/14	L.H. Carl	UFruit	Cristobal <sup>2</sup> 4/19 NY4/27
4/23	Cstl Avnturer	Grace	LA5/3 SF5/6 Se5/11
4/28	Marna	UFruit	Cristobal <sup>2</sup> 5/2 NY5/10
5/5	Leon	UFruit	Cristobal <sup>2</sup> 5/8 Ho5/14 N05/17
5/9	Anchor Hitch	Grace	LA5/19 SF5/22 Se5/27
5/12	Vindeggen	UFruit	Cristobal <sup>2</sup> 5/16 NY5/24
5/26	L.H. Carl	UFruit	Cristobal <sup>2</sup> 5/30 NY6/7
6/11	Cstl Nomad	Grace	LA6/21 SF6/24 Se6/29
6/18	Gunners Knot	Grace	LA6/28 SF7/1 Se7/6

### ACAPULCO

5/6	Cstl Nomad	Grace	Cristobal <sup>1</sup> 5/20
5/13	Gunners Knot	Grace	Cristobal <sup>1</sup> 5/27

### AMAPALA

4/10	Anchor Hitch	Grace	Cristobal <sup>1</sup> 5/18
4/18	Cstl Avnturer	Grace	LA5/3 SF5/6 Se5/11
4/22	Marna	UFruit	Cristobal <sup>2</sup> NY5/10
5/4	Anchor Hitch	Grace	LA5/19 SF5/22 Se5/27
5/6	Vindeggen	UFruit	Cristobal <sup>2</sup> 5/16 NY5/24
5/11	Cstl Nomad	Grace	Cristobal <sup>1</sup> 5/20
5/18	Gunners Knot	Grace	Cristobal <sup>1</sup> 5/27
5/20	L.H. Carl	UFruit	Cristobal <sup>2</sup> 5/30 NY6/7
6/6	Cstl Nomad	Grace	LA6/21 SF6/24 Se7/6
6/13	Gunners Knot	Grace	LA6/28 SF7/1 Se7/6

### ANGRA DOS REIS

4/16	Falkanger	Wes-Lar	LA5/12 SF5/15 Po5/21 Se5/23 Va5/25
5/5	Pathfinder	PAB	LA5/25 SF5/27 Va6/3 Se6/4 Po6/7
5/6	Siranger	Wes-Lar	LA5/30 SF6/3 Po6/9 Se6/11 Va6/13
5/31	Forester	PAB	LA6/20 SF6/22 Va6/29 Se6/30 Po7/3

SAILS	SHIP	LINE	DUE
<b>BARRANQUILLA</b>			
4/11	La Coubre	Independence	LA4/29 SF5/1 Va5/6 Se5/8 Po5/9
4/12	C.H. Stennis	UFruit	NY4/24
4/14	Santa Sofia	Grace	NY4/20
4/21	Matura	UFruit	N05/3
4/21	Santa Monica	Grace	NY4/28
4/22	C.G. Thulin	UFruit	NY5/4
4/23	Anchor Hitch	Grace	LA5/19 SF5/22 Se5/27
4/28	Copan	UFruit	NY5/10
4/28	Santa Clara	Grace	NY5/4
5/5	Byfjord	UFruit	N05/17
5/5	Mabella	UFruit	NY5/17
5/5	Santa Sofia	Grace	NY5/12
5/12	C.H. Stennis	UFruit	NY5/24
5/19	C.G. Thulin	UFruit	NY5/31
5/19	Matura	UFruit	N05/31
5/26	Copan	UFruit	NY6/7
5/26	Cstl Nomad	Grace	LA6/21 SF6/24 Se6/29
6/2	Byfjord	UFruit	N06/14
6/2	Mabella	UFruit	NY6/14
6/2	Gunners Knot	Grace	LA6/28 SF7/1 Se7/6

### BARRIOS

4/11	Mayari	UFruit	Ho4/16 N04/19
4/14	C. Avinof	UFruit	NY4/19
4/17	Avinir	UFruit	N04/21
4/20	Cape Cod	UFruit	NY4/26
4/25	Lempa	UFruit	Ho4/30 N05/3
4/28	C. Cumberland	UFruit	NY5/23
5/2	Levers Bend	UFruit	Ho5/7 N05/10
5/4	Cape Ann	UFruit	NY5/10
5/9	Avenir	UFruit	Ho5/14 N05/17
5/12	C. Avinof	UFruit	NY5/17
5/16	Fiador Knot	UFruit	Ho5/21 N05/24
5/18	Cape Cod	UFruit	NY5/24

SAILS	SHIP	LINE	DUE
5/23	Lempa	UFruit	Ho5/28 N05/31
5/26	C. Cumberland	UFruit	NY5/31
5/30	Levers Bend	UFruit	Ho6/4 N06/7
6/1	Cape Ann	UFruit	NY6/7
6/9	C. Avinof	UFruit	NY6/14

#### BUENAVENTURA

4/13	Chili	French	LA4/27 SF5/1 Va5/6 Se5/10 Po5/12
4/17	La Coubre	Independence	LA4/29 SF5/1 Va5/6 Se5/8 Po5/9
4/17	Merchant	Gulf	Ho4/29 N05/2
5/1	Santa Eliana	Grace	LA5/13 SF5/15 Se5/21
5/2	Shipper	Gulf	Ho5/13 N05/16
5/21	La Heve	Independence	LA5/30 SF6/2 Po6/7 Se6/9 Va6/10
5/24	Santa Elisa	Grace	LA6/5 SF6/7 Se6/13
5/25	Santa Juana	Grace	LA6/6 SF6/8 Se6/14

#### CARTAGENA

4/12	La Coubre	Independence	LA4/29 SF5/1 Va5/6 Se5/8 Po6/7
4/13	C.H. Stennis	UFruit	NY4/24
4/22	Mataura	UFruit	N05/3
4/23	C.G. Thulin	UFruit	NY5/4
4/29	Copan	UFruit	NY5/10
5/6	Mabella	UFruit	NY5/17
5/6	Byfjord	UFruit	N05/17
5/13	C.H. Stennis	UFruit	NY5/24
5/20	Mataura	UFruit	N05/31
5/20	C.G. Thulin	UFruit	NY5/31
5/27	Copan	UFruit	NY6/7
6/3	Mabella	UFruit	NY6/14
6/3	Byfjord	UFruit	N06/14

#### CHAMPERICO

4/24	Cstl Avnturer	Grace	LA5/3 SF5/6 Se5/11
5/10	Anchor Hitch	Grace	LA5/19 SF5/22 Se5/27
6/12	Cstl Nomad	Grace	LA6/21 SF6/24 Se6/29
6/19	Gunners Knot	Grace	LA6/28 SF7/1 Se7/6

SAILS	SHIP	LINE	DUE
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#### CORINTO

4/13	La Hague	Independence	LA4/22 SF4/24 Po4/29 Se5/1 Va5/2
4/18	Cstl Avnturer	Grace	LA5/3 SF5/6 Se5/11
4/20	La Coubre	Independence	LA4/29 SF5/1 Va5/6 Se5/8 Po5/9
4/21	Marna	UFruit	Cristobal <sup>2</sup> 5/2 NY5/10
4/30	Leon	UFruit	Cristobal <sup>2</sup> 5/8 Ho5/14 N05/17
5/4	Anchor Hitch	Grace	LA5/19 SF5/22 Se5/27
5/5	Vindeggen	UFruit	Cristobal <sup>2</sup> 5/16 NY5/24
5/14	Cstl Nomad	Grace	Cristobal <sup>2</sup> 5/20
5/19	L.H. Carl	UFruit	Cristobal <sup>2</sup> 5/30 NY6/7
5/21	Gunners Knot	Grace	Cristobal <sup>2</sup> 5/27
6/6	Cstl Nomad	Grace	LA6/21 SF6/24 Se6/29
6/13	Gunners Knot	Grace	LA6/28 SF7/1 Se7/6

#### CRISTOBAL

4/13	Byfjord	UFruit	N04/19
4/19	L.H. Carl	UFruit	NY4/27
4/27	Mataura	UFruit	N05/3
5/3	Marna	UFruit	NY5/10
5/11	Byfjord	UFruit	N05/17
5/17	Vindeggen	UFruit	NY5/24
5/25	Mataura	UFruit	N05/31
5/31	L.H. Carl	UFruit	NY6/7
6/8	Byfjord	UFruit	N06/14

#### DAR es SALAAM

4/27	Velma	Lykes	Gulf 6/3
5/8	Afr Sun	Farrell	NY6/8
5/16	Leslie	Lykes	Gulf 6/24
5/26	Afr Lightning	Farrell	NY7/28

#### DURBAN

4/12	Velma	Lykes	Gulf 6/3
4/21	Charlotte	Lykes	Gulf 5/18
4/22	Lombok	JavPac	LA7/1 SF7/6 Po7/12 Se7/15 Va7/17

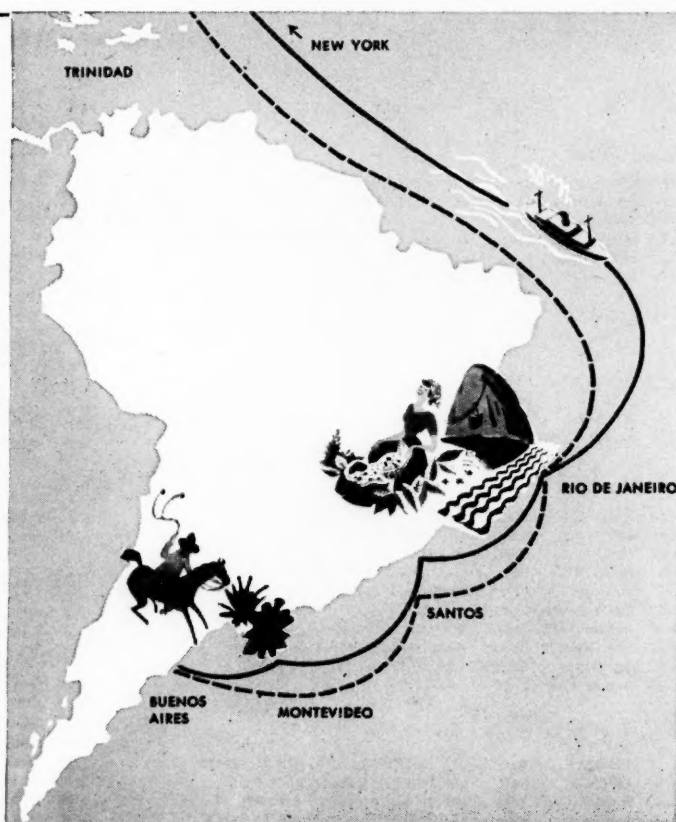
**Where you want it...**

**When you want it...**

Your coffee arrives in perfect condition at our modern terminal at Pier 25, North River, New York, in just 13 days from Santos—12 days from Rio—when it comes via Argentine State Line. Our large fleet of modern freighters, plus three new passenger liners—RIO DE LA PLATA, EVITA and RIO JACHAL—operate a swift, dependable cargo service between East Coast of South America ports and New York. Your coffee is handled by experienced, efficient crews, in and out of immaculate holds, assuring a minimum of bag damage and flavor contamination from dockside in Rio or Santos to truck or lighter in New York.

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Boyd, Weir and Sewell, Inc., General Agents  
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COFFEE & TEA INDUSTRIES and The Flavor Field

SAILS	SHIP	LINE	DUE
5/2	Leslie	Lykes	Gulf 6/24
5/30	Billiton	JavPac	LA7/31 SF8/5 Po8/12 Se8/15 Va8/17
6/25	Silverwave	JavPac	LA8/31 SF9/5 Po9/11 Se9/14 Va9/16

#### EL SALVADOR

4/15	La Hague	Independence	LA4/22 SF4/24 Po4/29 Se5/1 Va5/2
4/16	Chili	French	LA4/27 SF5/1 Va5/6 Se5/10 Po5/12
4/22	La Coubre	Independence	LA4/29 SF5/1 Va5/6 Se5/8 Po5/9
5/2	Stromboli	Italian	LA5/11 SF5/14 Va5/19 Se5/23 Po5/27
5/10	Sein	French	LA5/23 SF5/26 Po5/30 Se6/1 Va6/2

#### GUATEMALA

4/16	La Hague	Independence	LA4/22 SF4/24 Po4/29 Se5/1 Va5/2
4/21	Chili	French	LA4/27 SF5/1 Va5/6 Se5/10 Po5/12
4/23	La Coubre	Independence	LA4/29 SF5/1 Va5/6 Se5/8 Po5/9
5/3	Stromboli	Italian	LA5/11 SF5/14 Va5/19 Se5/23 Po5/27
5/9	Cstl Nomad	Grace	Cristobal <sup>2</sup> 5/20
5/15	Sein	French	LA5/23 SF5/26 Po5/30 Se6/1 Va6/2
5/16	Gunnars Knot	Grace	Cristobal <sup>1</sup> 5/27

#### QUAYAQUIL

4/28	Santa Eliana	Grace	LA5/13 SF5/15 Se5/21
5/21	Santa Juana	Grace	LA6/6 SF6/8 Se6/14

#### LA LIBERTAD

4/12	L.H. Carl	UFruit	Cristobal <sup>2</sup> 4/19 NY4/27
4/21	Castl Avnturer	Grace	LA5/3 SF5/6 Se5/11
4/26	Marna	UFruit	Cristobal <sup>2</sup> 5/2 NY5/10
5/4	Leon	UFruit	Cristobal <sup>2</sup> 5/8 Ho5/14 N05/17
5/7	Anchor Hitch	Grace	LA5/19 SF5/22 Se5/27
5/10	Cstl Nomad	Grace	Cristobal <sup>1</sup> 5/20
5/10	Vindeggen	UFruit	Cristobal <sup>2</sup> 5/16 NY5/24
5/17	Gunnars Knot	Grace	Cristobal <sup>1</sup> 5/27
5/24	L.H. Carl	UFruit	Cristobal <sup>2</sup> 5/30 NY6/7
6/9	Cstl Nomad	Grace	LA6/21 SF6/24 Se6/29
6/16	Gunnars Knot	Grace	LA6/28 SF7/1 Se7/6

#### LA UNION

4/10	L.H. Carl	UFruit	Cristobal <sup>2</sup> 4/19 NY4/27
4/12	Anchor Hitch	Grace	Cristobal <sup>1</sup> 5/18
4/20	Cstl Avnturer	Grace	LA5/3 SF5/6 Se5/11
4/24	Marna	UFruit	Cristobal <sup>2</sup> 5/2 NY5/10
5/2	Leon	UFruit	Cristobal <sup>2</sup> 5/8 Ho5/14 N05/17
5/6	Anchor Hitch	Grace	LA5/19 SF5/22 Se5/27
5/8	Vindeggen	UFruit	Cristobal <sup>2</sup> 5/16 NY5/24
5/12	Cstl Nomad	Grace	Cristobal <sup>1</sup> 5/20
5/19	Gunnars Knot	Grace	Cristobal <sup>1</sup> 5/27
5/22	L.H. Carl	UFruit	Cristobal <sup>2</sup> 5/30 NY6/7
6/8	Cstl Nomad	Grace	LA6/21 SF6/24 Se6/29
6/15	Gunnars Knot	Grace	LA6/28 SF7/1 Se7/6

#### LIMON

4/11	Byfjord	UFruit	N04/19
4/16	C.H. Stennis	UFruit	NY4/24
4/25	Mataura	UFruit	N05/3
4/26	C.G. Thulin	UFruit	NY5/4
5/2	Copan	UFruit	NY5/10
5/9	Mabella	UFruit	NY5/17
5/9	Byfjord	UFruit	N05/17
5/16	C.H. Stennis	UFruit	NY5/24
5/23	C.G. Thulin	UFruit	NY5/31
5/23	Mataura	UFruit	N05/31
5/30	Copan	UFruit	NY6/7
6/6	Byfjord	UFruit	N06/14

#### LOBITO

4/16	Af Pilgrim	Farrell	NY5/14
4/18	Afr Glen	Farrell	NY5/7
4/20	Del Campo	Delta	N05/13
4/21	Ferngulf	Am-W Afr	5/15
5/6	Del Rio	Delta	N06/1
5/16	Af Glade	Farrell	NY6/4
6/10	Granville	Am-W Afr	NY7/15

#### LOURENCO MARQUES

4/12	Sarangan	JavPac	LA6/5 SF6/10 Po6/16 Se6/19 Va6/22
4/14	Velma	Lykes	Gulf 6/3

APRIL, 1953

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New Orleans—Biehl & Co., Inc., 1308 National Bank of Commerce Building

Houston—Biehl & Co., Cotton Exchange Bldg.

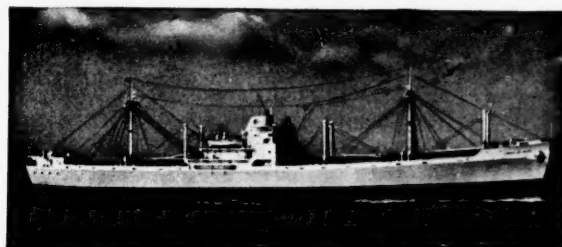
Chicago—F. C. MacFarlane, 209 S. La Salle St.

Detroit—F. C. MacFarlane, 715 Transportation Bldg.

Santos/Rio—Agencia de Vapores Grieg S/A.

Paranagua—Transparana Ltda.

Buenos Aires—International Freighting Corporation, Inc.



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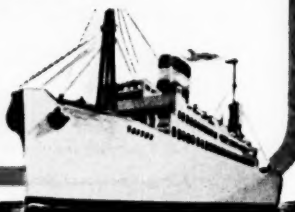
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**NEW ENGLAND**—Roger  
H. Neidinger, Westport, Conn.  
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Pier 2, Erie Basin, Brooklyn, N. Y.—Phone MAIN 5-3158  
Branch Office: Buenos Aires—Avenida Pte. Julio A. Roca-710

SAILS	SHIP	LINE	DUE
4/23	Charlotte	Lykes	Gulf 5/18
4/28	Lombok	JavPac	LA7/1 SF7/6 Po7/12 Se7/15 Va7/17
5/5	Leslie	Lykes	Gulf 6/24
6/3	Billiton	JavPac	LA7/31 SF8/5 Po8/12 Se8/15 Va8/17
7/1	Silverwave	JavPac	LA8/31 SF9/5 Po9/11 Se9/14 Va9/16

### LUANDA

4/13	Pilgrim	Farrell	NY5/14
4/14	Del Campo	Delta	N05/13
4/14	Af Glen	Farrell	NY5/7
4/18	Ferngulf	Am-W Afr	NY5/15
4/30	Del Rio	Delta	N06/1
5/13	Af Glade	Farrell	NY6/4
6/7	Granville	Am-W Afr	NY7/15

### MARACAIBO

4/11	Santa Sofia	Grace	NY4/20
4/18	Santa Monica	Grace	Pa4/27 NY4/28
4/25	Anchor Hitch	Grace	LA5/19 SF5/22 Se5/27
4/25	Santa Clara	Grace	NY5/4
5/2	Santa Sofia	Grace	Pa5/11 NY5/12
5/9	Santa Monica	Grace	NY5/18
5/28	Csti Nomad	Grace	LA6/21 SF6/24 Se6/29
6/4	Gunnors Knot	Grace	LA6/28 SF7/1 Se7/6

### MATADI

4/10	Del Campo	Delta	N05/13
4/10	Af Pilgrim	Farrell	NY5/14
4/12	Af Glen	Farrell	NY5/7
4/16	Ferngulf	Am-W Afr	NY5/15
4/27	Del Rio	Delta	N06/1
5/10	Af Glade	Farrell	NY6/4
5/21	Rosenville	Am-W Afr	NY6/15
6/5	Granville	Am-W Afr	7/15

### MOMBASA

4/25	Af Sun	Farrell	NY6/8
5/10	Velma	Lykes	Gulf 6/3
5/16	Af Lightning	Farrell	NY7/28
6/1	Leslie	Lykes	Gulf 6/24

### PARANAGUA

4/10	Falkanger	Wes-Lar	LA5/12 SF5/15 Po5/21 Se5/23 Va5/25
4/11	Mormacgulf	Mormac	LA5/6 SF5/9 Va5/13 Se5/15 Po5/17
4/12	Cuba	Lloyd	N05/3 Ho5/8
4/12	Jebben	Nopal	N05/3 Ho5/6
4/13	Ecuador	Lloyd	NY5/5
4/13	Mormackite	Mormac	Ba5/3 Pa5/5 Bo5/7 NY5/9
4/18	Mormachawk	Mormac	Bo5/7 NY5/9 Pa5/12 Ba5/14
4/19	Del Alba	Delta	N05/13 Ho5/18
4/23	Peru	Lloyd	NY5/15
4/28	Holberg	Nopal	N05/19 Ho5/22
4/28	Mormacisle	Mormac	Jx5/15 Bo5/18 NY5/20 Pa5/22 Ba5/24
4/29	Pathfinder	PAB	LA5/25 SF5/27 Va6/3 Se6/4 Po6/7
4/30	Siranger	Wes-Lar	LA5/30 SF6/3 Po6/9 Se6/11 Va6/13
5/2	Mormacsea	Mormac	NY5/23 Ba5/26 Pa5/28 Ba5/29
5/2	Mormacrey	Mormac	LA5/27 SF5/30 Va6/3 Se6/5 Po6/7
5/3	Del Mundo	Delta	N05/26 Ho5/31
5/22	Del Valle	Delta	N06/18
5/25	Forester	PAB	LA6/20 SF6/22 Va6/29 Se6/30 Po7/3

### PORT SWETTENHAM

4/13	Eastern	Prince	Ha5/17 Bo5/20 NY5/21
4/27	Cornelius	Maersk	NY6/18
5/7	Jananese	Prince	Ha6/11 Bo6/14 NY6/15
7/7	Cingalese	Prince	Ha8/11 Bo8/14 NY8/15
8/7	British	Prince	Ha9/11 Bo9/14 NY9/15

### PUNTARENUS

4/12	La Hague	Independence	LA4/22 SF4/24 Po4/29 Se5/1 Va5/2
4/14	Anchor Hitch	Grace	Cristobal 5/18
4/16	Csti Avnturer	Grace	LA5/3 SF5/6 Se5/11
4/19	La Coubre	Independence	LA4/29 SF5/1 Va5/6 Se5/8 Po5/9
4/19	Marna	Ufruit	Cristobal: 5/2 NY5/10
4/27	Stromboli	Ufruit	Cristobal: 5/8 Ho5/14 N05/17
4/28	Leon	Ufruit	Cristobal 5/8 Ho5/14 N05/17
5/2	Anchor Hitch	Grace	LA5/19 SF5/22 Se5/27
5/3	Vindeggen	Ufruit	Cristobal: 5/16 NY5/24

COFFEE & TEA INDUSTRIES and The Flavor Field



SAILS	SHIP	LINE	DUE
5/16	Cstl Nomad	Grace	Cristobal <sup>1</sup> 5/20
5/17	L.H. Carl	UFruit	Cristobal <sup>2</sup> 5/30 NY6/7
5/23	Gunners Knot	Grace	Cristobal <sup>1</sup> 5/27
6/4	Cstl Nomad	Grace	LA6/21 SF6/24 Se6/29
6/11	Gunners Knot	Grace	LA6/28 SF7/1 Se7/6

#### RIO de JANEIRO

4/10	Seafarer	PAB	LA4/29 SF5/1 Va5/7 Se5/8 Po5/11
4/15	Cuba	Lloyd	N05/3 Ho5/8
4/15	Uruguay	Mormac	NY4/27
4/16	Falkanger	Wes-Lar	LA5/12 SF5/15 Po5/21 Se5/23 Va5/25
4/16	Peter	Nopal	N05/3 Ho5/6
4/16	Del Mar	Delta	N04/30
4/19	Ecuador	Lloyd	NY5/5
4/24	Del Alba	Delta	N05/13 Ho5/18
4/26	Mormacrey	Mormac	LA5/27 SF5/30 Va6/3 Se6/5 Po6/7
4/29	Peru	Lloyd	NY5/15
4/30	Del Notre	Delta	N05/14
5/2	Holberg	Nopal	N05/19 Ho5/22
5/6	Pathfinder	PAB	LA5/25 SF5/27 Va6/3 Se6/4 Po6/7
5/6	Siranger	Wes-Lar	LA5/30 SF6/3 Po6/9 Se6/11 Va6/13
5/8	Del Mundo	Delta	N05/26 Ho5/31
5/8	Mormacsea	Mormac	NY5/23 Bo5/26 Pa5/28 Ba5/29
5/14	Del Sud	Delta	N05/28
5/26	Del Valle	Delta	N06/14 Ho6/19
6/1	Forester	Nopal	LA6/20 SF6/22 Va6/29 Se6/30 Po7/3
6/4	Del Mar	Delta	N06/18

#### SAN JOSE

4/23	Cstl Avnturer	Grace	LA5/3 SF5/6 Se5/11
5/9	Anchor Hitch	Grace	LA5/19 SF5/22 Se5/27
6/1	Cstl Nomad	Grace	LA6/21 SF6/24 Se6/29
6/8	Gunners Knit	Grace	LA6/28 SF7/1 Se7/6

#### SANTOS

4/10	Mormacstar	Mormac	Bo4/16 NY4/18 Pa4/21 Ba4/23 Nf4/24
4/13	Uruguay	Mormac	NY4/27
4/14	Jebsen	Nopal	N05/3 Ho5/6
4/14	Cuba	Lloyd	N05/3 Ho5/8
4/15	Falkanger	Wes-Lar	LA5/12 SF5/15 Po5/21 Se5/23 Va5/25
4/15	Del Mar	Delta	N04/30
4/18	Ecuador	Lloyd	NY5/5
4/18	Mormackite	Mormac	Ba5/3 Pa5/5 Bo5/7 NY5/9
4/22	Del Alba	Delta	N05/13 Ho5/18
4/22	Mormachawk	Mormac	Bo5/7 NY5/9 Pa5/12 Ba5/14
4/27	Argentina	Mormac	NY5/11
4/27	Mormacsurf	Mormac	Ba5/12 Pa5/14 B05/16 NY5/18
4/28	Peru	Lloyd	NY5/15
4/29	Del Norte	Delta	N05/14
4/30	Holberg	Nopal	N05/19 Ho5/22
4/30	Mormacrey	Mormac	LA5/27 SF5/30 Va6/3 Se6/5 Po6/7
5/1	Mormacisle	Mormac	Jx5/15 Bo5/18 NY5/20 Pa5/22 Ba5/24 Nf5/25
5/4	Pathfinder	PAB	LA5/25 WR5/27 Va6/3 Se6/4 Po6/7
5/5	Siranger	Wes-Lar	LA5/30 SF6/3 Po6/9 Se6/11 Va6/13
5/6	Del Mundo	Delta	N05/28
5/6	Mormacsea	Mormac	NY5/23 Bo5/26 Pa5/28 Ba5/29
5/13	Del Sud	Delta	N05/28
5/24	Del Valle	Delta	N06/14 Ho6/19
5/30	Forester	PAB	LA6/20 SF6/22 Va6/29 Se6/30 Po7/3
6/3	Del Mar	Delta	N06/18

#### TAMPICO

4/11	Stegholm	Swed-Am	M14/25
5/16	Danaholm	Swed-Am	M15/30

#### VERA CRUZ

5/13	Danaholm	Swed-Am	M15/30
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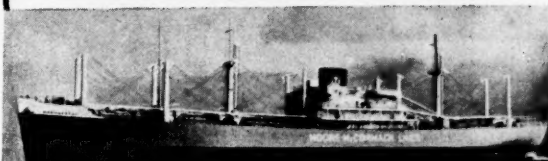
#### VICTORIA

4/12	Del Viento	Delta	N04/29 Ho5/4
4/17	Cuba	Lloyd	N05/3 Ho5/8
4/26	Del Alba	Delta	No5/13 Ho5/18
5/10	Del Mundo	Delta	N05/26 Ho5/31
5/28	Del Valle	Delta	N06/14 Ho6/19

<sup>1</sup> Accepts freight for New York, with transshipment at Cristobal, C. Z.  
<sup>2</sup> Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal, C. Z.

APRIL, 1953

## MOORE-McCORMACK *Lines*



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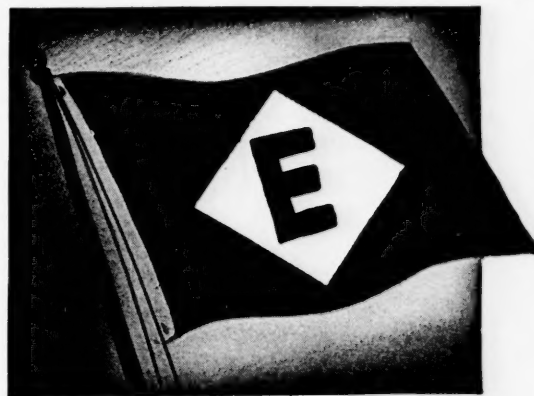
**PACIFIC REPUBLICS LINE** Freight and Passenger Service between West Coast of United States and the countries of **BRAZIL URUGUAY ARGENTINA**

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## TEA BERTHS

### CALCUTTA

4/15	Explorer	Am-Exp	Bo NY Pa Ba Nf
4/23	City Coventry	Ell-Buck	Bo5/25 NY5/26 Pa5/29 Nf5/31 Ba6/1
5/7	City Capetown	Ell-Buck	Bo6/8 NY6/9 Pa6/12 Nf6/14 Ba6/16
5/8	Utrecht	JavPac	SF6/12 LA6/16 Po7/2 Se7/6 Va7/9
6/8	Roepat	JavPac	SF7/13 LA7/17 Po8/2 Se8/6 Ve8/9

### COCHIN

4/13	Oluf	Maersk	NY5/18
4/23	Eastern	Prince	Ha5/17 Bo5/20 NY5/21
5/14	Cornelius	Maersk	NY6/18
5/18	Javanese	Prince	Ha6/11 Bo6/14 NY6/15
7/18	Cingalese	Prince	Ha8/11 Bo8/14 NY8/15
8/18	British	Prince	Ha9/11 Bo9/14 NY9/15

### COLOMBO

4/12	Exhibitor	Am-Exp	Bo NY Pa Ba Nf
4/19	Explorer	Am-Exp	Bo NY Pa Ba Nf
4/20	Samarinda	JavPac	LA6/3 SF6/7 Po6/14 Se6/17 Va6/19
4/21	Eastern	Prince	Ha5/17 Bo5/20 NY5/21
5/10	Cornelius	Maersk	NY6/18
5/16	Javanese	Prince	Ha6/11 Bo6/14 NY6/15
5/21	Lawak	JavPac	LA7/4 SF7/8 Po7/13 Se7/18 Va7/20
6/2	Bintang	JavPac	LA8/3 SF8/7 Po8/14 Se8/17 Va8/19
7/16	Cingalese	Prince	Ha8/11 Bo8/14 NY8/15
8/16	British	Prince	Ha9/11 Bo9/14 NY9/15

### DJAKARTA

4/19	Javanese	Prince	Ha6/11 Bo6/14 NY6/15
6/15	Cingalese	Prince	Ha8/11 Bo8/14 NY8/15
7/14	British	Prince	Ha9/11 Bo9/14 NY9/15

### HONG KONG

4/18	Lexa	Maersk	NY6/2
4/23	Lande	Pioneer	NY5/31
5/3	Peter	Maersk	NY6/16
5/18	Jeppesen	Maersk	NY7/1
6/3	Laura	Maersk	7/18

### KOBE

4/18	Mail	Pioneer	NY5/21
4/22	Ymiski Maru	Yamashita	SF5/8 LA5/10 Cr5/19 NY5/25
4/25	Lexa	Maersk	NY6/2
4/28	Lande	Pioneer	NY5/31
5/8	Peter	Maersk	NY6/16
5/10	Ymsto Maru	Yamashita	SF5/27 LA5/29 Cr6/8 NY6/13
5/25	Jeppesen	Maersk	NY7/1
6/8	Laura	Maersk	NY7/18

### SHIMIZU

4/11	Dale	Pioneer	NY5/12
4/11	Anna	Maersk	NY5/18
4/25	Ymiski Maru	Yamashita	SF5/8 LA5/10 Cr5/19 NY5/25
4/28	Lexa	Maersk	NY6/2
5/11	Peter	Maersk	NY6/16
5/13	Ymsto Maru	Yamashita	SF5/8 LA5/10 Cr5/19 NY5/25
5/28	Jeppesen	Maersk	NY7/1
6/11	Laura	Maersk	NY7/18

### TANGA

4/28	Af Sun	Farrell	NY6/8
5/3	Velma	Lykes	Gulf 6/3
5/16	Af Lightning	Farrell	NY7/28
5/24	Leslie	Lykes	Gulf 6/24

### YOKOHAMA

4/12	Dale	Pioneer	NY5/22
4/15	Anna	Maersk	NY5/18
4/21	Mail	Pioneer	NY5/31
4/30	Lexa	Maersk	NY6/2
5/1	Lande	Pioneer	NY5/31
5/15	Peter	Maersk	NY6/16
5/31	Jeppesen	Maersk	NY7/1
6/15	Laura	Maersk	NY7/18

<sup>1</sup> Accepts freight for New York, with transshipment at Cristobal, C. Z.

<sup>2</sup> Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal, C. Z.

COFFEE & TEA INDUSTRIES and The Flavor Field

## Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Deliveries—from:			Visible Supply—1st of Month	
		Brazil	Others	Total	Brazil	Others
<b>1951</b>						
August .....	1,038	479	588	1,067	559	360
September .....	1,189	769	401	1,170	836	300
October .....	1,459	929	410	1,339	998	303
December .....	1,538	820	592	1,412	1,008	184
<b>1952</b>						
January .....	2,006	1,150	882	2,037	1,123	211
February .....	2,138	800	1,041	1,841	926	327
March .....	1,002	952	732	1,684	1,033	504
April .....	1,569	908	786	1,694	953	458
May .....	1,074	617	588	1,205	749	442
June .....	1,179	616	605	1,221	808	405
July .....	1,300	756	756	1,512	754	406
August .....	1,130	645	458	1,103	659	352
September .....	1,772	974	514	1,488	1,021	366
October .....	1,724	1,182	819	2,001	1,036	436
November .....	1,235	760	557	1,317	773	296
December .....	2,002	955	894	1,849	822	216
<b>1953</b>						
January .....	1,764	804	942	1,746	730	321
February .....	1,733	721	948	1,669	756	441
March .....	1,666	734	1,022	1,756	832	438

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

### The coffee outlook

With coffee prices slipping until at this writing some figures are at, or under, the old ceilings, the industry is left in a peculiar position.

Because of the rapidity of the rise in green prices which did take place, and because of its timing, the industry is finding itself with an enormous problem in consumer relations.

As is always true in situations of rising prices, and especially so this time, roasters had to move much more slowly in raising prices on their finished prices than raw material levels were advancing.

This lag occurred both in time and in extent.

Roasters, especially regional and smaller concerns, had to wait until a lead was established by the top national companies, and even then delay by at least one chain stirred up endless critical questions from customers.

When the roasters did put through increases, they did so modestly, impelled to caution by two factors.

One was the always present fear of what consumers would do when confronted with a big, quick rise.

The other factor was competition by other roasters and the never-ending concern with relative brand position.

Timing was responsible for the strange situation in another way.

Because coffee was nearly alone when the decontrol order on it came through, it was easy for public attention to focus on it.

Moreover, the market situation in the weeks preceding control had built up what looked like an enormous upward pressure against the ceilings. With decontrol came predictions of drastic price increase from some sources, although others were more modest in their statements.

From commentators, newspaper reports, radio summaries and even cartoons and editorials, the impression was built up that an enormous increase was about to occur in roasted coffee prices.

Public attitudes were formed on the basis of this likelihood, not on what actually took place.

We can have full confidence, however, that with time and the public relations efforts of the industry, any damage done can be remedied—and efforts to increase total consumption can continue to roll forward.

## SOUTHERN CROSS LINE

Fast Motorships - from Brazil - to United States Atlantic Ports

COSMOPOLITAN SHIPPING COMPANY, INC.

General Agents

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New York 4, N. Y.

Serving The Coffee, Tea & Spice Trade For Many Years

**Brookhattan Trucking Co., Inc.**

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NEW YORK 4, N. Y.

BOwling Green 9-0780

Import, Export and Bonded Trucking

Riverfront Warehouses

**Bowne Morton's Stores, Inc.**

611 SMITH ST.

BROOKLYN, N. Y.

MAin 5-4680

N. Y. Phone: BOwling Green 9-0780

Free And Bonded Warehouses

**"Coffee", a social event,  
to be in dictionary,  
lexicographer announces**

One of the nation's leading lexicographers has answered a question that has puzzled hostesses: What do you call an informal party at which coffee is to be served?

Clarence L. Barnhart, editor of the Thorndike-Barnhart Comprehensive Desk Dictionary, says that the sensible name for such an affair is "a coffee." At the same time he announced that future editions of his dictionary would contain the following definition:

*"Coffee, a social gathering, often in the morning, at which coffee is served."*

The decision to include the additional definition was made, Mr. Barnhart says, after his research staff had studied U. S. newspapers for many months.

"Dictionaries do not invent words. They are included in standard works only after evidence is found that such words are in common usage," he asserts. "Our staff studied newspaper clippings from 43 states, each clipping containing such references as 'a coffee was held,' 'an informal coffee is planned,' and the like. I felt that this documentation was such that no editor of an adult American dictionary could fail to consider inclusion of the social meaning of the word 'coffee.'"

"Mr. Barnhart pointed out that the word 'tea,' meaning a social affair, was reputedly originated by Jonathan Swift in 1738.

"At that time in England, and in the United States as well, tea was practically the only non-alcoholic beverage adapted to social affairs and thus this usage was appropriate," Mr. Barnhart says. "While it is still appropriate in England, this is not the case in the United States. Starting at the time of the Boston Tea Party, Americans have heavily favored coffee, with the result that it is today the leading non-alcoholic meal and party beverage by a wide margin.

"For want of a more accurately descriptive term, our coffee-serving hostesses have, for nearly two centuries, called their parties 'teas.' The new definition of coffee provides a solution which, I am happy to report, has the approval of Miss Amy Vanderbilt, author of the 'Complete Book of Etiquette.' That authority on what is proper recently said, 'If a hostess is holding an event at which coffee is the beverage, it is perfectly correct to call it a coffee.'"

**Cops hand out free coffee coupons  
instead of tickets, violations drop**

Out-of-town motorists get the surprise of their lives these days when they are flagged down for traffic infractions in Tucumcari, N. M., a city of 6,000, once reputed as very tough on violators.

Instead of a ticket and a snarling lecture, first offenders today get a smile from the cop, a printed list of traffic "don'ts" and a coupon for free cups of coffee for themselves and passengers at the nearest eating place.

Chief of Police Houston Bragg says that the plan was originated with the thought that while erring motorists were drinking coffee 'on the house' they'd have the opportunity to read the traffic "don'ts" and to realize that speeding and other violations show a thoughtless disregard for the rights and lives of others.

Since it has been in force, "operation coffee" has definitely helped the city's speeding problem, Chief Bragg says. Few if any motorists who receive the friendly coffee coupons have needed a second hint and traffic offenses have fallen off sharply.

The Chamber of Commerce, which underwrites the free coffee tickets by arrangement with cooperating restaurants, is pleased with results also. It reports that Tucumcari's previous reputation for toughness toward traffic violators has been erased and that the present friendliness is being repaid is goodwill and better behaved drivers.

**Names Southern representatives  
to cover Texas and work out of Mobile**

James A. Schoenstein has been appointed sales representative in the Texas area of the southern division of Arkell and Smiths, manufacturer of paper bags.

Mr. Schoenstein has replaced W. F. Nesbit who was recently appointed eastern division sales manager with headquarters in New York City.

Henry B. Dawson, Jr. was named a sales representative in the southern division, working out of the Mobile, Alabama office.

**What is coffee?**

A French source defines coffee this way:

Coffee is the minimum in luxury and the maximum in necessity.

**COFFEE**

**STEWART, CARNAL & CO., LTD.**

**IMPORTERS**  
**NEW ORLEANS**

**Direct Connections in Most Coffee Producing Countries**



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# Editorials

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## In the wake of the squall

Every coffee man is uncomfortably aware of the critical columns, cartoons and radio comment which greeted the recent rise in coffee prices.

Not all the remarks were unfavorable, by any means. Throughout the flurry in the press, there was visible a tempering in many instances of emotion with fact—a tendency which could be traced to the industry's public relations efforts.

What emerges now is that the rise was only a squall, not the full-fledged storm predicted.

Even at the height of the recent rise, the increase never reached the levels forecast. Yet the predictions were the basis for most of the critical comment.

This gap between fact and widely broadcast fancy is becoming even wider. At no time did the retail prices of coffee go up as much as predicted. And now, at this writing, increases which were put into effect are being reduced, because green coffee prices have softened. At this point about 30 per cent of the rise is being erased.

We don't see this development being greeted by any burst of comment from those who thundered only a short time before against increases which had not happened.

We don't see a rash of cartoons in reverse of the "coffee-is-the-black-sheep" theme which spotted the press a little while ago.

Columnists who were indignant are busy commenting on other matters.

It isn't quite fair, of course, but that's beside the point. A rise which isn't as drastic as pictured, and is even reduced, is not as dramatic as a big, sudden jump. It's bound to be covered in a smaller way somewhere in the back pages.

That's a fact of life, and like many another it's not pleasant. But it's there.

What is unfortunate is the timing of the squall in coffee prices. It came when the few last consumer ceilings were coming off, and public attention was easily focused on coffee.

Had the increase, to whatever extent it did happen, come over a longer, more gradual period, even the squall would not have occurred, and there would not have been enough clouds to warrant even a mistaken forecast of storms.

Without doubt, the squall has done some damage. But it is also probably true the damage is not serious.

It is comforting that the industry is in a position to bring to bear in the days ahead public relations activities by experienced, enthusiastic people, including coffee industry "amateurs" throughout the country who are by now seasoned in this work.

## Iced tea in 1953

Indications are that the 1953 iced tea season can be the best one yet.

For one thing, the industry has the advantage of momentum.

Reports are that sales so far in 1953 are ahead of last year. This trend is a continuation of an advance in sales true for the entire year of 1952.

Last year's improved sales set a higher mark to shoot at this year. But so far, in the 1953 portion of the hot tea season, it's been done—and there's every reason why it can be done on iced tea, too.

With the kind of planning ahead which is becoming characteristic of the tea industry, the Tea Association's mid-year meeting helped the trade get squared away for the coming campaign.

This year's program will be different in one major respect, at least. Instead of billboards, the drive will be mainly on television.

Members of the industry in areas where they have been able to observe the effects of the hot tea television program are in enthusiastic agreement with this shift. More

than any Tea Council program in the past, television advertising for tea has met with almost universal approval among members of the industry.

Adding to the industry's momentum on the iced tea drive are not only the hot tea sales gain and the stimulus of the mid-year meeting, but also the actual launching of the new Tea Council.

This body has held its inaugural meeting, and has confirmed preliminary plans for a budget of \$1,500,000 this year, most of it for promotion.

The major theme of the 1953 iced tea drive is, "The Summertime Refresher That Doesn't Leave You Thirsty."

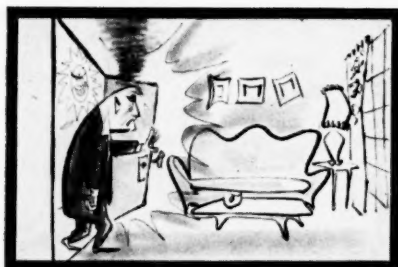
As much as you can tell about such things beforehand—and sound research can tell you a lot—it's a sound theme, likely with effective application to bring results.

That should be encouraging to the packer shaping his own plans for the iced tea season. Tie-ins with the overall theme, use of Tea Council restaurant and grocery merchandising material, a stepped-up brand campaign—these can insure, for the packer and the industry as a whole, the best iced tea season yet.

# ICED TEA

45 markets to get **LOCAL**  
biggest campaign

**LOTS OF SPOTS!** Spots like this every day—  
nighttime, too—in major markets coast to coast all summer long



*Man: I can't quench my thirst ...  
I'm hot as I can be!*



*Man: And when I'm hot and thirsty...  
I even hate Me!*



*Wife sings: You need the Summertime  
Refresher ...*



*Man: A glass of Iced Tea!*



*Wife sings: DOESN'T LEAVE YOU  
THIRSTY ...*



*Together they sing: A GLASS OF  
ICED TEA!*

"The refresher that doesn't leave you thirsty" is the great new selling theme for Iced Tea. It's what people themselves told us was the biggest selling point Iced Tea had. We conducted months of research and hundreds of interviews to get those exact words. Just watch what they do for sales when they start working for you this summer.

# TAKES OVER TV!

and NETWORK TV in the  
in Iced Tea history

## DAVE GARROWAY

on **"TODAY"** OVER NBC

"Today" is the sensational television program that will carry the Iced Tea story into American homes all summer long. Dave Garroway, star of the show, will do the kind of selling job he alone can do—every Monday, Wednesday, and Friday. 2,000,000 viewers will hear Garroway-style commercials featuring "the refresher that doesn't leave you thirsty".

**TIE INTO TV!** Posters, shelf-markers, and other display pieces are available. For complete information, write direct to us.

**TEA COUNCIL**

500 Fifth Avenue • New York 18, N. Y.



# mid-year meeting spurs iced-tea drive

Ratification by producing countries of the agreement with the United States tea trade to set up a new Tea Council was indicated at the mid-year meeting of the Tea Association of the U. S. A., held at the Hotel Plaza, New York City.

Representatives of India and Indonesia told the gathering that their countries had officially endorsed the agreement, and the Ceylon spokesman said ratification by his country was assured.

Shortly after the mid-year meeting, word was received of Ceylon's ratification.

The New York City event was the second annual mid-year "convention" held by the Tea Association. A large attendance of tea men and friends from allied industries filled the Terrace Room for the luncheon session and the ballroom for the business meeting.

The day wound up with a reception in the Terrace Room.

At the luncheon, Arthur Z. Gardiner, of the U. S. Department of State, discussed the importance of tea and tea producing countries in the world picture today.

The business meeting was chaired by Samuel Winokur, president of the Tea Association, who paid tribute to Edward J. Vinnicombe, Jr., vice president of the Tea Association of the U. S. A., for the goodwill tour of tea producing countries which paved the way for the International Tea Conference and the new tea promotion agreement.

Mr. Vinnicombe was taken ill after his return to the U. S., said Mr. Winokur, and although he was recovering, he was not yet well enough to attend the meeting to report first hand on the goodwill mission.

Mr. Winokur introduced Fred Rosen, public relations consultant to the Tea Council, who accompanied Mr. Vinnicombe on part of the mission.

Mr. Rosen gave an informal report, filling in the audience on some of the background of the mission, explaining how Mr. Vinnicombe presented the U. S. tea trade's story, and relating some of the "human sides" of the trip.

Everywhere they went, Mr. Rosen declared, government and industry groups gave Mr. Vinnicombe an enthusiastic reception and said they found his presentation highly informative. Mr. Rosen said he knew he spoke for Mr. Vinnicombe, too, in stating that they both felt they had learned far more from their hosts in the producing countries than they had been able to pass on.

The mission was invaluable in creating a better understanding of the United States tea industry and in improving relations generally, Mr. Rosen said.

He showed the meeting a copy of a detailed book of information on the U. S. tea market which was prepared for Mr. Vinnicombe prior to this departure, to be used in his presentations.

Mr. Rosen said he marveled at the endless energy and initiative of Mr. Vinnicombe during the mission. The vice president of the Tea Association spoke to all groups which were interested—government, growers or commercial—and he sometimes had to travel long distances on rough roads in order to get to meetings.

Mr. Rosen paid tribute to Mrs. Vinnicombe, who accompanied her husband on the mission, and who proved a poised and charming ambassadress under the most adverse conditions.

The mission chalked up a number of firsts in India, Mr. Rosen said. Among them was the first showing of an American TV commercial; providing the first sight to many Indians of an actual tea bag; giving most of Mr. Vinnicombe's audiences there the first view of a picture of a U. S. supermarket; and providing for many of the guests at a "thank you" reception in Calcutta the first taste of iced tea.

Robert B. Smallwood, chairman of the Tea Council, introduced distinguished guests from India, Ceylon and Indonesia.

Arthur S. Lall, consul general of India in New York, lauded the statesmanship of the American tea industry for its initiative in proposing the direct partnership for promotion in the U. S.

He reported that India had ratified the promotion agreement, and he read a message from Minister of Commerce, T. T. Krishnamachari, greeting the mid-year meeting and expressing the hope that the joint promotion efforts would be crowned with success.

Dr. Ismael Thajeb, commercial counsellor with the embassy of Indonesia in Washington, D. C., said the joint promotion set up was both simple and practical. The plan was welcomed by Indonesia because that country is especially vulnerable to fluctuations in markets for her exports, and tea is one of these vital commodities.

He told the meeting that Indonesia had officially approved participation in the promotion partnership.

Sir Claude G. S. Corea, ambassador of Ceylon, who is well known to members of the tea industry here, was ill and unable to be present. He was represented by G. S. Peiris, first secretary of the Ceylon embassy, who assured the gathering that Ceylon's ratification would be forthcoming.

Among visitors at the session were R. C. Walford, of Dodwell & Co., Colombo; Miss Theodora Meijers, trade commissioner for Indonesia in New York City; and A. Natanegara, recently appointed consul general of Indonesia in New York City.

## Claridge succumbs to brain hemorrhage

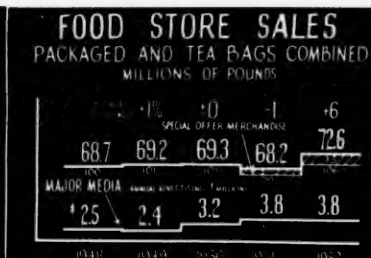
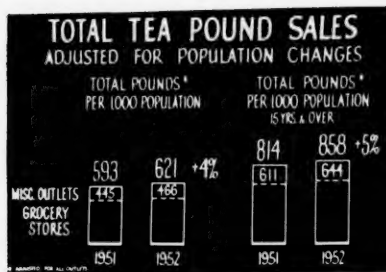
*Just as this issue goes to press, word has been received of the death of Herbert C. Claridge, of the Salada Tea Co., Boston.*

*After suffering a brain hemorrhage, he underwent a difficult operation and for a weekend remained in critical condition. Early in the morning of March 31st he passed away.*

*Former president of the Tea Association of the U.S.A., and a leader in industry activities, Mr. Claridge was one of the American members on the new Tea Council.*

*His sudden death stunned the members of the trade. His passing is a great loss to the industry.*





## food store tea sales during 1952

By WARREN COUSINS, Vice President  
A. C. Nielsen Co.

*This article is from Mr. Cousin's report to the mid-year meeting of the Tea Association of the U.S.A., held at the Plaza Hotel in New York City.*

Before we turn to the subject of tea, perhaps we should take a few minutes to look at the overall trend in grocery store sales and at some of the general economic conditions as they exist today. Bear in mind that these are some of the contributing factors to the past, present and future trends of the tea business in this country.

Between 1950 and 1951, food store dollar sales increased 10 per cent, totaling 30.6 billion dollars during 1951, with this increase reflecting, to a large degree, higher prices. Another sharp increase of 8 per cent occurred in 1952, which reflected both higher prices and increased tonnage, with sales reaching an all-time high of 33.1 billion dollars. This was accompanied by a 6 per cent increase in consumer income or—adjusting for higher taxes and somewhat increased living costs—a 2 per cent gain in real income or buying power.

By adjusting the dollar sales volumes for the changes in prices, we can approximate what has happened in food stores during the last five years in terms of physical movement or "tonnage" sales. Estimated tonnage during 1952 was 14 per cent above what it was in 1948 and 6 per cent greater than in 1951.

In addition to increased consumer income and a wide expansion of food store sales, there has been a substantial growth in the population of the United States during recent years. This growth should have some influence on the sales of tea.

As a matter of fact, population has increased by approximately 2.6 million people between 1951 and 1952. Although, obviously, this increase in population is not centered in any one locality, it could be likened to the addition of a city approximately the size of metropolitan Boston. While the over-all increase in population amounts to 2 per cent between 1952 and 1951, it might be interesting to note that this increase is not entirely due to an increasing birth rate, as we can see that that segment of the population—15 years old or over—is also up 1 per cent during this interim.

I believe you will agree that in addition to higher consumer income, the increase in population has certainly played some part in increased food store sales.

Now that we have seen some of the changes that have taken place during the past few years in food store sales, consumer income, and population, let's look at the recent trends in the tea market.

Before we do this, however, I would again like to remind you that the data we are discussing represent retail food store sales and not the final disposition of the tea that is imported into the United States.

As nearly as we can determine, approximately 75 per cent of all tea consumed in this country is sold through retail food stores, while the balance of 25 per cent goes to restaurants, institutions, hotels, the Army, etc.


Tea imports normally flow through the importers and/or packers. The packers' and importers' stocks are channeled through two general distribution routes, that of the retail food store and that of the restaurants, institutions, Army, etc. Both of these routes ultimately lead to the group of 156 million consumers, but the route we want to consider here is that which goes to the consumer via the retail food store.

Not only does this represent the larger part of the tea business, but it also represents that portion of the tea business where the consumer has the greatest freedom of choice, insofar as individual brand is concerned, and provides the most accurate way of measuring the consumer franchise of individual brands.

Our route to the home leads us to chain and wholesale stocks, then to retailer stocks, and finally to the consumer. The Nielsen Food Index puts the meter down at the point where the consumer makes the purchase, namely at the retail store counter, and hence provides a more accurate and more sensitive measuring device than can be obtained at any other point along this route of tea distribution from imports to the home.

Total net tea imports for the year 1952 amounted to 95 million pounds, up sharply from the previous year's 84 million, but not reaching the all-time high of 114 million pounds in 1950. Of course, tea imports were abnormally high as a result of the Korean situation. Actually, tea imports for the past ten years have averaged approximately 88.5 million pounds per year.

Note that for the four years 1948 through 1951, food store sales of tea ranged between the narrow limits of 68.2 million and 69.3 million pounds, or approximately  $\pm 1$  per cent. However, during 1952 tea sales to the

- 
- *Tea Storage*
  - *Blending*
  - *Reconditioning*
  - *Repacking*
  - *Tea Packaging for the Trade*

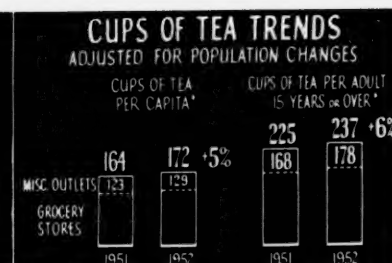
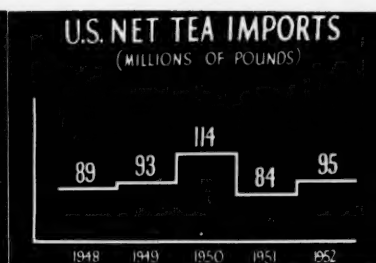
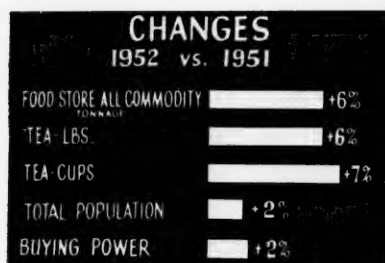
ADDRESS ALL INQUIRIES TO MAIN OFFICE

**Old Slip Warehouse, Inc.**

37-41 Old Slip, New York 5, N. Y.

WAREHOUSES AT

67-69-71-75 FRONT ST.; 37-39-41 OLD SLIP; 38-39 SOUTH ST., N. Y. 5, N. Y.



consumer reached an all-time high of 72.6 million pounds, or a gain of 6 per cent from the preceding year's level.

Some of the factors that contributed to this substantial gain were:

1. More aggressive promotion of tea, with special offers to the consumer. Approximately 3.5 million pounds of tea in special factory packs of one type or another were sold to consumers during 1952, or about 5 per cent of all tea sales through food outlets. Prior to 1951, special consumer offers were almost negligible in the tea market.
2. More effective store work and merchandising.
3. A higher level of major media advertising expenditures during the past several years, both by processors and by the Tea Council.
4. The average temperature during the summer of 1952 was somewhat above normal, which contributed to increased iced tea sales.
5. Increased population.
6. Increased consumer income.

Let us now look at the tea market by types, recalling that total tea sales amounted to 72.6 million pounds during 1952. This total was composed of 41.2 million pounds of packaged tea and 31.4 million pounds of tea bags, and most of the 6 per cent gain in the market traced to an 11 per cent increase in tea bag sales, although a moderate 3 per cent gain was also reported for packaged tea, thus reversing, at least temporarily, a long-term downward trend.

As we all know, there has been a strong trend toward tea bags for the past ten years or so, and during 1952 this trend continued.

According to Nielsen data, tea bags represented 43.3 per cent of total tea sales through food stores during 1952, as compared with 41.6 per cent during 1951, and if we care to go back to 1948, the tea bag share was 34.5 per cent. Tea bags accounted for only 8 per cent of the total in 1940.

If we convert pound sales of tea to cups, we find that cup sales, at 20.1 billion, were 7 per cent higher in 1952 than in 1951, as compared with a 6 per cent gain in pound sales. This difference is brought about by the greater growth of tea bag volume during the past year.

Did people really drink more tea in 1952? Well, these figures seem to indicate that they did.

We have also taken total grocery store sales of tea and adjusted them for changes in population. In addition, we have increased the food store volume by one-third to measure as closely as possible all consumer usage of tea, including that served outside the home—recalling that we estimate food stores to account for 75 per cent of total tea consumed.

In doing this, we can compute the per capita con-

sumption of tea on a pound basis. In 1951, 593 pounds of tea were consumed by every 1,000 people in the United States; by 1952 this had increased to 621 pounds, an increase of 4 per cent. If we eliminate that segment of the population of 15 years old and under, the per capita consumption becomes 858 pounds per 1,000 people, an increase of 5 per cent from the previous year.

If we convert pounds to cups, we see that per capita cup sales increased from 164 to 172 cups per person per year, an increase of 5 per cent between 1951 and 1952. Again, if the younger people are eliminated in this comparison, cup consumption of tea reached 237 cups per adult person in 1952, an increase of 6 per cent.

In summarizing, we find that the tea industry certainly kept pace with changes that have occurred between 1951 and 1952. The tea market, in terms of pound sales, matched the over-all 6 per cent gain in food store tonnage, while cup sales had a slightly better trend at +7 per cent.

A comparison with the increase in total population of 2 per cent indicates that per capita consumption of tea on a pound basis was 4 per cent greater in 1952 than in 1951; in terms of cups, the increase was 5 per cent. By eliminating the 15-year-and-under group, per capita consumption is up 1 per cent more on both a pound and a cup basis.

In viewing these favorable comparisons, we should remember that tea sales in 1952 were aided considerably by such factors as heavy consumer promotions, more advertising dollars, increased buying power, warmer weather, etc.

Since some of these factors may not be present to the same degree in 1953, we believe that the tea industry will have to bring about an even greater concerted marketing effort in 1953 if the sales momentum that was gained in 1952 is to be maintained.

In closing, I'd like to say that tea sales for the 60-day period ending February 1st, 1953 were approximately 5 per cent above a year ago. This may forecast a continuation of the strong trend through 1953.

#### Pakistan seeks new tea outlets

Pakistan is looking to the Middle East and especially to the Sudan, to buy her tea, whose crop yield this year is estimated at 54,000,000 pounds—2,000,000 pounds more than last year.

The East Bengal Industries Minister Syed Abdus Salim, is reported to be planning to lead a trade mission to the Middle East in April. It will also visit such countries in Europe as Italy, Germany and France.

But the government is giving top place to the Sudan as the most promising buyer since, unlike Egypt, Iraq and other neighboring countries, it does not grow tea.

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## TEA TRADE AND INDUSTRY

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# T V for iced tea



By EDWARD M. THIELE,  
Leo Burnett Co., Inc.

*"We have every hope of going into the iced tea season with a good, stout sales increase for the first few months of 1953."*

*That's how Mr. Thiele prefaced his report on the 1953 iced tea advertising program at the mid-year meeting of the Tea Association of the U. S. A.*

*Here are highlights of that report.*

In unfolding the Tea Council's 1953 iced tea program for you, we're first going to analyze the beverage market to see where our opportunity lies.

First let's look at the geography of iced tea sales, by region and per cent of population drinking iced tea: East South Central, 83 per cent; South Atlantic, 76; West South Central, 72; West North Central, 67; U. S. Average, 66; East North Central, 64; Middle Atlantic, 61; Mountain-Pacific, 58; New England, 47.

There are two significant points to be made concerning these figures. First, the southern regions—East South Central, South Atlantic and West South Central—are obviously well ahead of the rest of the country in the proportion of people who drink *some* iced tea. About three-fourths of the population in this area enjoy iced tea.

The second point to be made is that even in New England—the area at the bottom of the list—almost 50 per cent of the people drink iced tea. This is hardly the consumption pattern of an unpopular commodity.

Now let's see how often they drink iced tea, by region and number of times per week: East South Central, 6.38; South Atlantic, 6.00; West South Central, 7.78; West North Central, 4.82; U. S. Average, 4.67; East North Central, 3.93; Middle Atlantic, 3.68; Mountain-Pacific, 3.45; New England, 3.54.

Again we see extreme frequency in the southern regions, with its tea drinkers consuming tea on the average over six times a week.

Again, too, we see the iced tea drinkers outside the south drinking it over three and a half times per week. They must like it pretty well!

How much iced tea is accounted for by each region, in per cent of total U. S. consumption? East South Central, 11.6; South Atlantic, 18.7; West South Central, 15.6; West North Central, 9.0; East North Central, 16.6; Middle Atlantic, 15.3; Mountain-Pacific, 8.9; New England, 4.3. Total, 100.0.

With more people drinking iced tea more often, the southern areas account for almost one half of the total sales of iced tea. Forty-six per cent of all iced tea is consumed in the East and West South Central and South Atlantic regions, which contain only 25 per cent of the

population of the country. It's no wonder that tea brands compete strongly for the *existing* market for iced tea in the South. In fact, this heavy competition and the brand advertising that accompanies it, serves constantly to increase the market in these areas.

It has been held that climatic and cultural patterns were responsible for the great differences in iced tea per capita consumption in various parts of the country. However, these factors did not prevent the soft drink industry from developing per capita consumption evenly throughout the country.

The North Central area with 30 per cent of the population consumes only 25 per cent of the iced tea. Middle Atlantic, with 23 per cent of the people, consumes only 15 per cent etc. Obviously, iced tea has not tapped its full potential in areas outside the South.

The marketing strategy for iced tea in 1953 is to sell iced tea *where the people are*. Advertising funds will be allocated in general relation to population. Approximately 30 per cent of the advertising budget will be spent in the South and 70 per cent in areas outside the South.

This split will provide sufficient funds to cover the major markets of the South while placing the bulk of the advertising effort against the areas of greatest undeveloped potential.

This marketing strategy helped guide the selection of media for next summer's campaign.

You will remember that the advertising schedule last year included four pages in Life magazine and outdoor posters in some 30 markets. In addition, we made a test using television in Binghamton, New York. Last year's campaign, therefore, gave us experience in magazine, poster and television advertising for iced tea.

Late last August, at the close of the campaign, a study was made to determine which of these three media was most effective in registering the iced tea message. The study consisted of interviews with 1,939 individuals in five cities. Its purpose was to determine the degree of penetration of each medium we were using. The results of this study confirmed that television was outstanding in its results for tea.

With the funds available for 1953, television will provide broad geographic coverage in 45 markets of the country with frequency and impact.

The people in these 45 cities will be reached by a sales message that is the result of considerable research, judgment, and creative interpretation. Let's look at some of the thinking that went into the iced tea copy story for 1953.

(Continued on page 59)

## Pakistan is not losing her tea markets, Commerce Minister tells Parliament

Minister of Commerce Fazlur Rahman told Parliament recently that Pakistan was not losing her tea market.

The exports of tea, he added, continue to be normal, though somewhat smaller, due to increased consumption within the country and a great reduction in imports of tea.

He was replying to a question pointing out that tea export figures of the government showed a decline in exports.

The Commerce Minister said that exports of tea were 43.3 million pounds in 1951-52; 12.1 million pounds in 1950-51 and in 1949-50 exports stood at 34.1 million pounds.

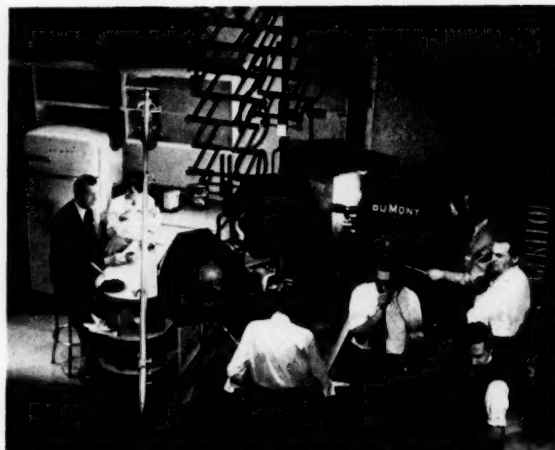
A part of the exports which took place in 1951-52, he pointed out, was out of the previous year's crop, of which exports could not take place in that year because of late conclusion by the UK of the bulk purchase contract.

Referring to the suspension of export duty on tea, he said, it "served to maintain the volume of exports."

"Without this action of the government," the Minister maintained, "it would not have been found possible to compete with the growth of other tea producing countries. The period of suspension has been extended up to March."

With the opening of London auctions, some of the countries have started drawing their requirements of Pakistani tea from these auctions.

The Minister stated that by arrangements with the U.K. government, credit is given to Pakistan for dollar earnings on this account.



Tea man on TV. C. William Felton, vice president of the Tea Association and of Henry P. Thomson, Inc., as he was being interviewed by Susan Adams during a DuMont television homemaker program. The broadcast, under the auspices of the Tea Council, centered on proper methods of brewing tea.

The intermediary of the London auction, Mr. Fazlur Rahman said, is utilized because thereby Pakistan teas are expected to fetch the best prices. Direct exports to the U.S.A. are, therefore, not as large as before.

### Folder describes new packer-gluer

A folder describing a new packer-gluer has been issued by the J. L. Ferguson Co., Joliet, Ill., makers of Packomatic packaging machinery.

**IHW<sup>TEA</sup>**

## A Golden Opportunity

With the prices of competing beverages as high as they are, the opportunity to push your Tea should not be missed. Tea has been relatively low-priced for decades, and yet in recent years has not risen in comparison with nearly every other commodity. This enjoyable drink is an outstanding bargain. Emphasize the fact!

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MEDAN (SUMATRA) • TAIPEH (FORMOSA)

## Tea Movement into the United States

(Figures in 1,000 pounds)

	YEAR	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	YEAR	Jan.	Feb.
	1951	1952	1952	1952	1952	1952	1952	1952	1952	1952	1952	1952	1952	1952	1953	1953
<b>Black</b>																
Ceylon	29,394	3,400	3,384	3,997	3,617	3,527	3,712	5,250	3,136	4,212	3,338	1,973	2,642	42,188	3,546	4,132
India	33,328	3,072	2,942	2,579	4,645	3,312	1,667	1,752	1,982	4,361	3,173	2,725	3,593	35,804	3,798	3,343
Formosa	2,587	493	293	281	171	128	...	18	19	12	10	41	115	1,581	...	77
Java	7,519	813	730	713	725	521	733	818	369	757	569	496	570	7,814	400	299
Africa	5,906	107	242	116	87	121	42	111	133	151	55	132	316	1,614	175	307
Sumatra	1,065	124	45	177	368	308	380	150	148	235	34	129	120	2,217	280	405
Congou	37	...	...	...	...	...	...	...	...	...	...	1	1	1	...	...
Misc.	575	35	34	58	67	13	55	27	34	36	8	32	24	193	24	353
<b>Green</b>																
Japan	2,906	47	5	30	37	80	105	571	694	473	212	192	38	2,483	73	25
Ping Suey	105	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Misc.	286	6	...	2	5	10	...	11	20	15	49	...	...	118	34	8
<b>Oolong</b>																
Formosa	236	24	22	26	12	2	1	...	4	11	27	56	20	207	12	9
Canton	106	10	3	6	2	3	2	...	1	...	...	...	...	26	...	...
Sentd Cntn	97	5	1	4	9	10	2	...	...	...	...	...	...	32	...	...
Misc.	14	...	...	...	...	...	1	5	...	...	5	1	...	10	...	...
<b>Mixed</b>																
Mixed	84	8	3	6	4	10	...	...	8	6	8	3	4	92	6	...
<b>TOTALS</b>	<b>84,146</b>	<b>8,144</b>	<b>7,704</b>	<b>7,995</b>	<b>9,758</b>	<b>8,044</b>	<b>6,703</b>	<b>8,715</b>	<b>6,529</b>	<b>10,268</b>	<b>7,490</b>	<b>5,780</b>	<b>7,443</b>	<b>94,559</b>	<b>8,348</b>	<b>8,659</b>

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner C. F. Hutchinson.

### New Tea Council holds inaugural meeting; \$1,500,000 budget set

The new Tea Council of the United States of America, Inc., a non-profit corporation whose members are the governments of India, Ceylon, and Indonesia and the Tea Association of the U. S. A., held its inaugural meeting last month and decided on a budget of \$1,500,000 a year, most of which will be for promotion.

Two-thirds of this amount will be subscribed to by the producing countries and one-third by the American tea trade.

Robert B. Smallwood, president of Thomas J. Lipton, Inc., was elected chairman of the new council. Sir G. C. S. Corea, ambassador of Ceylon, and Arthur S. Lall, consul general of India, were named vice chairmen. Edward C. Parker, president of the Tetley Tea Co., was elected treasurer.

Other directors elected were Achmad Natanagara, consul general of Indonesia; M. B. Shanker, of the India Supply Mission to the United States; Ernest Jesudason, Ceylon Tea Propaganda Board; Samuel Winokur, vice president, Tea Association; Herbert C. Claridge, vice president, Salada Tea Co., Inc.; C. William Felton, vice president, Henry P. Thomson, Inc.; Edward J. Vinnicombe, Jr., a director, McCormick & Co., Inc.

Anthony Hyde was elected executive director.

### North India producers work out methods to cut tea output

Representatives of the North Indian tea producing associations met in Calcutta to decide methods for implementing the policy of cutting Indian tea production this year.

The cut is to be made on the basis of the aggregate of the best out-turn of each estate in the past six years. From the total figure for all estates, which will, of course, be a

theoretical one and will be higher than the total actual crop which was produced in any one of these years, it is estimated that a reduction of 12½ per cent will be made to reduce the crop from 506,000,000 pounds in 1952 to around 466,000,000 pounds in the current year.

It was pointed out in London that this does not mean any increase in the general cut of eight per cent which was announced for the total Indian tea crop last December. The size of the crop to be arrived at for North India remains the same at around 466,000,000 pounds. The total Indian crop will be reduced to about 575,000,000 pounds.

The figure of 12½ per cent is arrived at simply by a change in the method of calculation, which is designed to avoid hardships to individual estates. In any case, this figure, it was pointed out, is tentative until the actual returns from the estates, showing their best out-turn in the last six years, are received.

### Set up Pakistan tea auctions

A newly formed Pakistan organization, the Tea Traders' Association of Chittagong, has been set up to handle sales of Pakistani tea.

Sales will ordinarily be held on Wednesdays unless that day falls on a public holiday, in which case an alternative day will be selected by the general committee of the association.

### Formosa tea head visits U.S.

Ching-Fen Chen, chairman of the Tea Association of Formosa, was in New York City last month for a two week visit as part of a world trip to all important tea centers.

He came by way of Africa and Europe, and planned to visit other tea markets on his way back to Taipei.

### Iran tea exports are slight

The export of tea from Iran is generally negligible. However, during the 1951-52 marketing year an estimated 55 tons was exported to the Netherlands.

## Tea industry honors "Hutch" at dinner in New York City

The tea industry let "Hutch" know last month how they feel about him.

Nearly 170 members of the trade, with friends from allied industries, turned up at the Governor Clinton Hotel, New York City, for a testimonial dinner to Charles F. Hutchinson, retired as Supervising U. S. Tea Examiner.

The dinner, arranged for Hutch by a group of his friends in the trade on behalf of the industry as a whole, was one of the best attended and most enjoyable tea events in a long time.

George Mitchell, retired head of the General Foods tea department, paid tribute to Hutch for his qualities of directness, honesty and modesty—and willingness to get things done promptly and efficiently, even if it meant cutting corners on regulations and red tape.

Sam Winokur, president of the Tea Association of the U.S.A., read a letter to Hutch from Oveta Culp Hobby, head of the Federal Security Administration, hoping his retirement would be pleasant, thanking him for cannisters of tea he had sent her, and asking for the history of the cannisters.

Mr. Winokur also read Hutch's reply, that the cannisters had no history.

"Just like Hutch," Mr. Winokur smiled.

On behalf of the current Board of Tea Experts, John F. Halloran, of the Salada Tea Co., Boston, presented to Hutch a silver tray inscribed with the best wishes of the Board and with the signatures of the six members.

A picture of Hutch, drawn by Robert James Horton, was presented to the retired Tea Examiner by Al Guarino. On the portrait were vignettes of highlights from Hutch's life, from his birth in Nottingham, England, to his visit to Japan for SCAP after the war. On the picture were hundreds of signatures of tea people—everyone present at the dinner and others.

Joe Diziki, president of The Tea Club, informed Hutch with a grin that if he thought he could sneak away from the industry by retiring he was mistaken. Mr. Diziki presented Hutch a life membership in The Tea Club and warned him that he'd better show up at all meetings.

Charles Herman, chief of the New York office of the Food and Drug Administration, delighted the gathering with stories of Hutch as a magnet for newspaper photographers, as a teller of stories with a flavor all their own, and as a Tea Examiner who put the job first and red tape second.

Earlier days in the tea industry were recalled by J. H. Swenarton, now retired, formerly with Balfour, Guthrie & Co., Ltd., and for many terms treasurer of the Tea Association.

Highlight of the evening was the reply by Hutch himself. "You and I know you cannot train a tea man in a few months," he told the gathering, "but I am sure the boys down in Washington don't know it. In my opinion, if tea is to be tested, it should be handled by competent and qualified tea men. You're not asking for many of them. Three good tea men for the entire United States seems fairly reasonable to me."

For those in the gathering who were giving an occasional thought to retirement, Hutch declared that he had been retired for almost a month and could speak as an expert.

(Continued on page 74)

### Branch Sales

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# HENRY P. THOMSON, INC.

120 Wall Street

New York 5, N. Y.

Member: Tea Association of the U. S. A.



## Brand advertising and industry advertising

*It is good business for brands of tea to compete with other brands where the market for tea has already been developed. Brands compete for a larger share of the existing market.*

*On the other hand the purpose of industry advertising for tea is to place tea in competition with other beverages where other beverages are sold and thus develop new customers for the industry. Iced tea must compete for a larger share of the total beverage market.*

—Edward M. Thiele, at the mid-year meeting of the Tea Association of the U. S. A.

### TV for iced tea

(Continued from page 55)

Iced tea, as a product, has so many advantages that it offers a problem as to which appeals are the strongest—which attributes of the product will interest consumers most.

To find out, we developed five advertisements never intended to run in any publication. Rather they were research *tools* to determine the most effective sales ideas. These ads were shown to a group of 400 people—200 in a northern market, 200 in a southern market. Specially trained investigators conducted extensive interviews with these individuals to determine which ideas offered the strongest motivation. In other words, the selling ideas were rated by the consumers themselves.

The first choice, and clearly iced tea's major appeal, is "refreshing." Closely following the "refreshing" idea is the fact that "tea completely quenches thirst—doesn't leave you thirsty."

Other ideas which had strong appeal were the "light, clean taste" of iced tea and the economy of tea. People quickly accepted the idea that they need plenty of liquids in the summer and iced tea was one summer drink that could be drunk glass after glass without satiation. The no-calorie story found favor with a somewhat smaller number than some of the other appeals, but it was very important to those who had a weight problem. Most of the women interviewed indicated a desire to know how to prepare iced tea so that it was good every time, but were not interested in a long, involved recipe.

There we have a blue print of the sales points that should be included in our sales message. It forms the

basis of our iced tea copy platform for 1953. These are the ideas that consumers tell us should be incorporated in our television copy next summer.

I know that you will be glad to hear that the new iced tea films will follow the general pattern of the hot tea films—opening with a cartoon sequence and going into big, full screen pictures of a pitcher of iced tea being poured into ice-filled glasses, featuring the product in its most appetizing form. They will have a jingle and light musical accompaniment.

The major theme will be "The Summertime Refresher That Doesn't Leave You Thirsty," with minor emphasis on flavor, economy, no-calories, and brewing instructions. They will be bright and happy and full of fun, with no loss of selling punch.

In addition to the intensive spot campaign, iced tea will be featured on the NBC network show, "Today," starring Dave Garroway, three times each week, beginning June 15th and running through July.

The restaurant and grocery merchandising material the Council offers will help to crystalize sales.

Let's *prove* that iced tea can be America's leading summer beverage!

### Iced tea's advantages

*Stated as simply as possible, here are some of the advantages of iced tea:*

- 1. Iced tea is non-fattening. That's because there are no calories in tea.*
- 2. Of all beverages, iced tea is the most refreshing summertime drink.*
- 3. Iced tea doesn't just cool your throat, it cools you "all the way down."*
- 4. Iced tea completely quenches your thirst, doesn't leave you half-thirsty.*
- 5. Iced tea is an economical beverage.*
- 6. Iced tea is stimulating. It's a good pick-up drink.*
- 7. Iced tea leaves a clean taste in your mouth.*
- 8. Iced tea is not filling; you can drink glass after glass.*
- 9. Iced tea is a good drink for the whole family.*
- 10. Iced tea has a good flavor.*
- 11. No other summertime drink goes so well with foods as iced tea.*

—Edward M. Thiele, reporting on the coming iced tea advertising program at the mid-year meeting of the Tea Association of the U. S. A.

## HALL & LOUDON

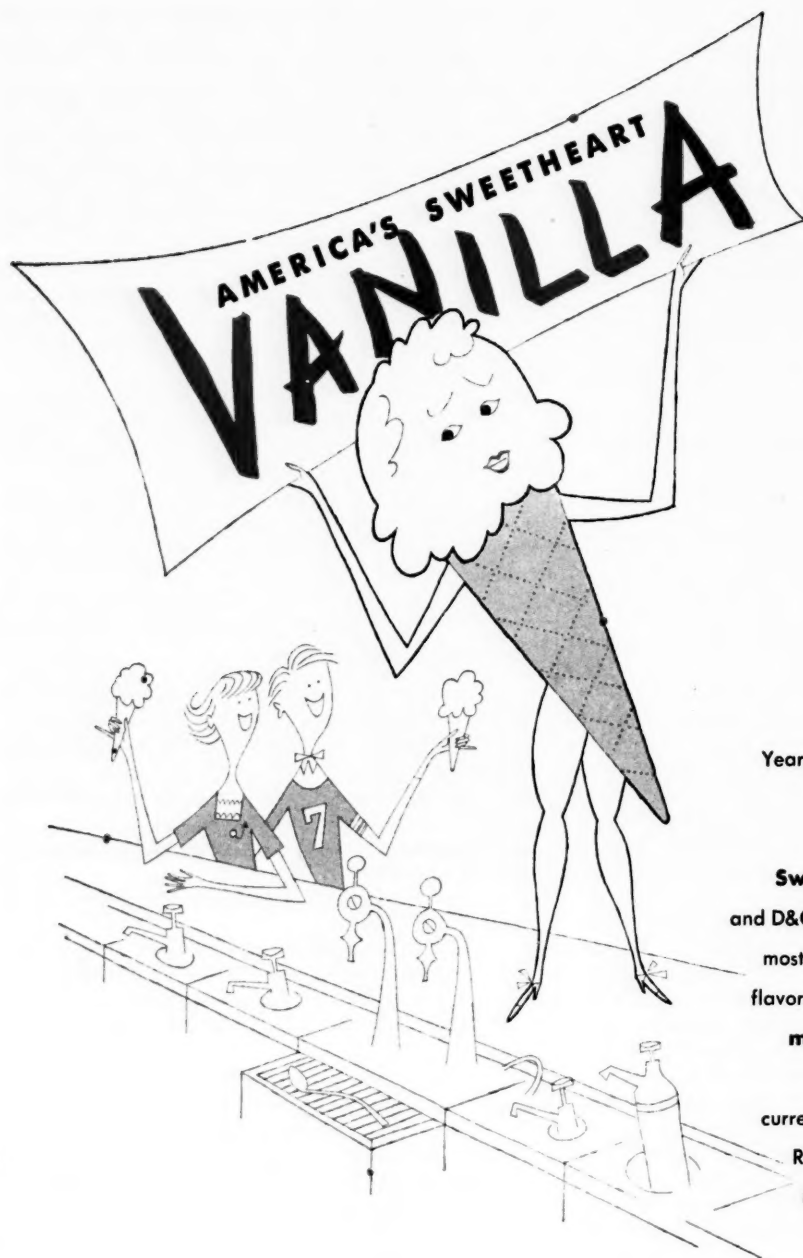
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COFFEE & TEA INDUSTRIES and The Flavor Field

# THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

## F E M A convention to discuss developments in techniques, markets, regulations

Markets, raw materials, technical developments and government regulations will be reviewed at the exceptionally well rounded program set up for the 44th annual convention of the Flavoring Extract Manufacturers' Association, to be held May 10th-13th at the Hotel Traymore, Atlantic City, N. J.

For the first time in many years, a FEMA convention will hear John W. Sale, of the Food and Drug Administration. Convention chairman Robert Krone, of Fritzsche Brothers, Inc., indicates that Mr. Sale's talk will be of vital interest to all flavor extract makers.

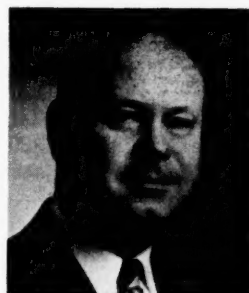
Different tastes in food flavors will be discussed by Dr. Walter S. Osbold, of the Drexel Institute of Technology, Philadelphia.

A question of growing concern to the industry, the effect on flavors of insecticides, fungicides and other such products used on trees and plants, will be reported on by Howard Reynolds, assistant head of the food and nutrition division of the Agricultural Research Administration of the U. S. Department of Agriculture.

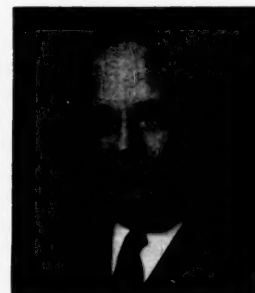
Advances in flavor extraction techniques which have been making news will be reviewed by another U.S.D.A. representative, R. E. Lothrop, Jr., acting director of the eastern region of the Agricultural Research Administration. Mr. Lothrop's subject will be "Latest Developments in the Extraction of Flavors."

Following both Mr. Reynolds' and Mr. Lothrop's talks, the floor will be thrown open to question-and-answer periods.

Trends in the supply of raw materials will be spotlighted in reports by Ray Schlotterer, secretary of the



Robert Krone  
convention chairman



William H. Hottinger  
business program

Vanilla Bean Association of America, and Dr. Waldo F. Reis, president of the Essential Oil Association of U. S. A. These papers will cover supply and price developments in the two principal types of raw materials going into the manufacture of flavor extracts.

Other management problems faced by extract executives—personnel, shipping, packaging—will be covered during the business sessions.

"Training Students to Solve Flavor Problems" will be the subject of a talk by E. E. Lockhart, professor of food chemistry at the Massachusetts Institute of Technology. Everyone interested in the educational phase of the flavor extract industry should hear this report, the convention committee indicated.

Freight railroads, will be covered by an official of the Pennsylvania Railroad. Classification and packaging from the truckers' viewpoint will be presented by an official of the American Trucking Association.

The Chemists' Breakfast, inaugurated last year, will be repeated at this convention. The event permits an informal discussion of various technical aspects of the extract business, with emphasis on the FEMA program being conducted under the supervision of the organization's Scientific Research Committee.

The breakfast, scheduled to be the first order of business Wednesday morning, May 13th, will be followed by a general convention session.

"Manufacturers either go ahead or slide backward," explained William H. Hottinger, Jr., first vice president of FEMA, who is in charge of the business part of the

(Continued on page 74)

### The men behind the convention

Behind the 44th annual convention of the Flavoring Extract Manufacturers' Association, May 10th-13th, Hotel Traymore, Atlantic City, N. J., are long months of planning and work by the convention committee.

Comprising that committee are Robert Krone, Fritzsche Brothers, Inc., chairman; William F. Hottinger, Bowey's, Inc., in charge of business program; William F. Fischer, Magnus, Mabee & Reynard, Inc.; Chris Christensen, Chas. Pfizer & Co.; Frank W. Green, National Aniline & Chemical Co.

**Better dollar volume, steady to higher costs,  
optimistic outlook, shifts in raw materials, product demand among . . .**

## **flavor trends shown by 5th annual survey**

Flavor extract makers were chalking up a better dollar volume in the opening months of this year than last year. Profits, too, were running better than a year ago—and dominant opinion in the industry was that during the balance of 1953 the flavor extract business would be better than last year. These are some of the trends revealed by the fifth annual survey of the flavor extract field conducted by Coffee & Tea Industries, formerly The Spice Mill.

The survey drew replies from all sections of the country, from large companies as well as small, and in nearly all cases the answers were given by top men in the organizations, ranging from presidents and vice presidents to purchasing agents and technical directors.

Optimism on the outlook for the balance of the year was far more widespread than a year ago. A shade under 82 per cent of the respondents looked for better business in the months to come, compared to 1952. A year ago only 35 per cent were similarly optimistic.

Only 6 per cent indicated in the current survey that they expected the flavor business to be worse during the balance of the year. Nine per cent thought it would stay the same. The other three percent either said they did not know what might happen, or did not answer the question.

Answers to the question, "Why?", in regard to opinion of what lies ahead, were especially revealing. In most instances, where a reason was expressed, the optimism was based on factors brought into being by the company itself, not on general trends.

The most frequently mentioned reason was the development of new and better products, which in some cases were

already selling well. In other cases, the optimism stemmed from stepped up, more aggressive merchandising programs.

Fewer reasons were given by respondents who were pessimistic about the balance-of-year outlook. Where they were stated, the reasons ran to comments on objective conditions, such as, "Buying is weak and uncertain."

During the opening months of 1953, respondents indicated, not only was dollar volume better than the year before, but profits were, too.

In the 1952 survey, the picture was lopsided, with dollar volume running ahead but profits running behind.

More than half the current respondents—slightly less than 63 per cent—reported a better dollar volume than in the opening month a year ago. About a third of the respondents, 31 per cent, saw their dollar volume at the same level. Only 3 per cent indicated a lower volume, while the balance either didn't know or didn't answer this question.

Although not nearly as lopsided as in 1952, profits were still not consistent with volume. While about 63 per cent reported bigger volume, only 35 per cent indicated better profits than a year ago, for the comparative period.

It was quite clear that some of the companies running better volumes had yet to find that profits were keeping pace. While only 3 per cent of the respondents said their volume was lower, more than 14 per cent reported that their profits were lower.

On the other hand, about 21 per cent declared their profits were the same.

On this question, as usual, more companies chose to be reticent than on other subjects. About 10 per cent said they

### **The questionnaire used in the fifth annual survey of the flavor field**

*Here is the questionnaire sent to virtually all flavor extract manufacturers in the United States in the fifth annual survey conducted by Coffee & Tea Industries, formerly The Spice Mill. Replies came from all parts of the country, and from regional as well as national firms.*

#### **About raw materials**

Which basic flavor ingredients take most of your purchasing dollar? 1. . . . . 2. . . . .  
3. . . . . 4. . . . . 5. . . . .

Which essential oils do you buy most heavily? 1. . . . . 2. . . . . 3. . . . .  
4. . . . . 5. . . . .

Which of your raw materials have felt a supply pinch? 1. . . . . 2. . . . . 3. . . . .  
Which have been exceptionally plentiful? 1. . . . . 2. . . . . 3. . . . .

#### **About demand**

Which of your flavors are your best sellers?

1. . . . . 2. . . . . 3. . . . .

For which has demand been increasing? 1. . . . .

2. . . . . 3. . . . . Decreasing? 1. . . . .  
2. . . . . 3. . . . .

#### **About prices**

Do you expect costs during the balance of 1953 to go up? . . . . . Down? . . . . . Stay the same? . . . . .

Do you expect you will have to price your products higher during the balance of 1953? . . . . . Lower? . . . . .  
Keep them the same? . . . . .

#### **About business**

Dollar volume so far this year better than last year? . . . . .  
Worse? . . . . . Profits so far this year better than last year? . . . . .  
Worse? . . . . . As things look to you now, is your business likely to be better during the balance of this year compared to last? . . . . .  
Worse? . . . . . Why? . . . . .



didn't know how their profits compared with a year ago, or just skipped the query.

The vast majority of flavor makers were looking for their costs to remain firm during the balance of 1953, the survey revealed. Most expected their costs either to go up or stay the same; only a small proportion looked for declines.

More than 41 per cent said they expected higher costs, while an almost equal proportion, less than 42 per cent, looked for their costs to stay the same.

Only 8 per cent anticipated lower costs, and the other respondents had no opinion or didn't answer.

To the question on the pricing of their own products

during the balance of the year, more than half the respondents—57 per cent—indicated they would probably keep their prices at the same levels. A fairly substantial proportion, 39 per cent, did report they expected they would have to raise their prices.

No respondent anticipated a reduction in their own prices in the months to come.

The other 14 per cent chose not to answer this question.

A decidedly more optimistic outlook than last year, steady or higher costs, and finished product prices on the same level or higher—these were some of the trends turned up by the 1953 survey.

## raw material, extract demand shifts revealed

Outside of some tightness in supplies of oil of lemon, the pinch on raw materials has virtually disappeared from the flavor extract industry.

Confirmation of this development came from the fifth annual survey of the flavor extract field conducted by Coffee & Tea Industries, formerly The Spice Mill.

The survey also turned up traces of tightness in clove oil and cassias, but many more items were listed as being exceptionally plentiful, and a number of respondents indicated that all their raw materials could be so characterized.

Vanilla beans continued to lead as the basic flavor ingredient taking most of the flavor extract maker's purchasing dollar, with alcohol in number two position.

Lemon led the list of essential oils which flavor manufacturers buy most heavily, with orange a not-too-close runner-up.

A shade under 47 per cent of the respondents put vanilla beans first as the basic ingredient on which they spent most of their purchasing dollar.

Another 23 per cent listed alcohol in first place in this respect.

Other respondents indicated a variety of ingredients as taking the biggest chunks out of their purchasing allotments. Among these items were ethyl vanillin, sugar, coffee and orange oil.

Of the items given second place mention, alcohol was most frequently mentioned, 19 per cent of the respondents putting it in this category.

Even in the second place mentions, vanilla beans ranked strong, with 13 per cent of the respondents giving it this ranking. Vanillin, with second place listing by 9 per cent, was not far behind.

Other ingredients mentioned in second place by smaller proportions of the respondents were essential oils, sugar, cocoa and lemon oil.

Lemon oil and vanillin topped the list of the third most important flavor ingredients, with approximately 19 per cent of the respondents giving each of these raw materials this ranking.

Also noted in third place were essential oils, fresh fruits, citric acid, peppermint and coffee.

In fourth place respondents mentioned essential oils, with some returns specifying lemon oil, almond oil, brominated vegetable oils, vanilla and pineapple.

Fifth place mentions went to coumarin, gums, propylene glycol, vanilla and various essential oils, including orange oil.

A fairly large proportion of the respondents, 26 per cent, indicated they had been feeling a pinch in lemon oil supplies. Some of the companies indicated they had felt no pinch on any of their materials.

Orange oil was in exceptionally plentiful supply, according to 31 per cent of the respondents. Also in exceptionally free supply, according to survey answers, were vanilla beans, anise, citric acid, vanillin, and benzoate of soda.

Easily the top essential oil, lemon was the one purchased most heavily by more than 73 per cent of the respondents. Orange was also given first place ranking by some of the flavor extract manufacturers.

Orange topped the list, however, as the second most important oil in number of mentions in this category. Over 37 per cent of the companies gave it this position.

Also listed in second place were almond, lime and lemon.

Third place rankings went to orange, almond, lemon, peppermint and lime, with peppermint cited most often in this position.

Peppermint also topped the fourth place listings, a category which saw the inclusion, too, of anise and ginger.

Among the oils cited as fifth most important, from the viewpoint of purchases, were wintergreen and clove.

In demand for their finished products, flavor extract manufacturers reported that vanilla continued to be their best selling item, far ahead of any other.

An even 60 per cent of the respondents gave vanilla top ranking in this respect, and where a company didn't put it first, they usually listed it as second or third best seller.

Other products mentioned as top sellers by respondents included lemon, kola, ginger ales and coffee.

The flavor product called their second best seller by most of the respondents was lemon, with orange a distant runner-up. Other second best sellers were vanilla and coffee.

Most frequently listed as third best seller was almond, with root and birch beer flavors noted next most often. Also mentioned in this category were lemon and orange.

Not only is vanilla the leading flavor, it is the one for which flavor makers are finding the greatest increase in demand, according to the survey returns. To some extent, however, this may be merely reflecting a shift in the portion of the market each company is able to command. For example, few firms put vanilla among the products for which they were finding a decreasing demand.

Other flavors noted as topping the list of those meeting

(Continued on page 74)

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**WORLD'S LARGEST SUPPLIERS OF VANILLIN**

# flavoring extract



# standards

By ARTHUR S. WENDT,  
Chairman  
Standards Committee  
Flavoring Extract Manufacturers' Association

*Mr. Wendt is a member of the board of directors of Fred Fear & Co., where he also holds the post of technical director. In addition, Mr. Wendt is vice president of the National Sugars Corp., Burlington, Vt., and of the Doxsee Co., Lewes, Del.*

There have been no official changes in the federal food and drug standards in the past year, and Dr. J. W. Sale, chief of the beverage branch of the Food and Drug Administration in Washington, has informed me that no consideration had been given to standards for flavoring extracts in the past year.

The February issue of the Journal of the A.O.A.C. (Vol. 36 No. 1 pp. 112, *et sequitur*) has an article by Dr. Sale on "The Analysis of Lemon Oils," and another one (on pp. 119, *et sequitur*) by Winkler on "Methods for Examination of Lemon Oil." Other articles on lemon oil will appear in the August issue of this journal.

Dr. Sale and his co-workers, using the spectro photometer in the ultra-violet range, particularly 270 to 380 millimicrons, have found that genuine cold-pressed lemon oil shows a characteristic maximum absorption at a wavelength of approximately 315 millimicrons. The absorption curve is not appreciably affected by the dewaxing of the lemon oil by storage at low temperatures and subsequent filtration as practiced in California. Italian oils of known purity exhibit the same phenomenon of maximum absorption in the range of approximately 315 millimicrons.

Distilled lemon oil and lemon terpenes, which are cheaper than the cold pressed oil and have sometimes been used for adulteration, do not exhibit this absorption maximum, and mixtures of these substances with the genuine cold pressed oil can be detected even though the usual constants, the refractive index, optical rotation, specific gravity, citral, esters, etc., were within the ranges of the genuine lemon oil. Investigations are being continued on the ultra violet absorption curves of fractions of genuine lemon oils, as obtained by distillation and chromatographic column. Whether this work will be used as a basis for the establishment of new standards for cold pressed lemon oils remains to be seen.

The only noteworthy change in standards of the individual states has been the regulation in the State of Michigan to the effect that products flavored with fruit extracts containing other natural flavors must be labelled imitation. For example, a beverage flavored with pure raspberry extract with other natural flavors would have to be labelled "Imitation raspberry soda—flavored with raspberry extract and other natural flavors."

The hearings in Washington on standards for sherbets and water ices are still going on. There are differences of opinion on the stabilizers and emulsifiers to be permitted.

The Food and Container Research Laboratory of the Quartermaster Corps. had a meeting in Chicago with representatives from industry to discuss the matter of "entrapped flavors" and possible standards or specifications for this relatively new class of flavors. The entrapped flavors are made by adding the fruit extracts or flavoring materials to an aqueous solution of gelatin or sorbitol and then driving off the water by evaporation, spray drying or some other method, leaving the flavoring essence "entrapped" in the solid gelatin granules or within the crystal lattices of the sorbitol.

Theoretically, the volatile fractions of the flavor will not be lost in storage and the sensitive aldehydes and similar compounds will not be oxidized, since the flavor is shielded from the air by a solid film of gelatin or sorbitol. The advantages of this type of flavor in any Army ration for long storage or shipment abroad are obvious.

The "Delaney Bill," H.R. 2245, is a proposed amendment to Section 201 of the Federal Food, Drug and Cosmetic Act that would definitely control the use of any "chemical additives" in foods. The term "chemical additive" is defined as "any substance (including products resulting from changes in such substance after use) which (1) is intended for use

(A) as a food, or

(B) to preserve or alter any food or any characteristic of any food, or

(C) as a pesticide or for any other purpose in producing, processing, packaging, transporting, wrapping or holding food, if such use is likely to result in the contamination of the food, and

(2) is not generally recognized, among experts qualified by scientific training and experience to evaluate the safety of such substances, as having been adequately tested to show that it is not poisonous or deleterious, or is a poisonous or deleterious substance which is not generally recognized among such experts as having been adequately tested to show that it is safe for an intended use described in this paragraph."

This definition of chemical additives is sufficiently broad to include all the chemical compounds used in imitation flavors or as solvents, such as vanillin, coumarin, ionone, propylene glycol, glycerine, and alcohol. Most of these substances have been used for many years with no indication whatever of toxicity.

Essentially this bill proposes a system of close govern-

(Continued on page 70)



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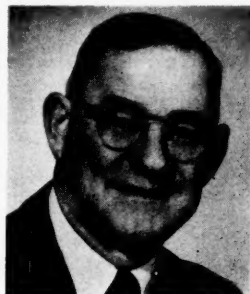
COFFEE & TEA INDUSTRIES and The Flavor Field



# advances in essential oils

By WALDO F. REIS, President  
Essential Oil Association of the U.S.A.

It was not so many years ago that a manufacturer would buy a lot of essential oils for flavoring his product and find the results in flavor and taste to be far different from his previous purchases. The variation in quality and in flavor were great and followed no set pattern. The reasons for such variations were many, going back to the original grower and involving the question of nature's own variations, plus the processing of the oils, the manner of storing and the willingness of a few unscrupulous persons to adulterate the oils.



Let me show how the Essential Oil Association has improved that situation.

Our purpose is to point out to you, the ultimate users of essential oils for flavoring food products, that the Essential Oil Association, formed many years ago by a group of the foremost dealers in these commodities, has been and can continue to be of real help in assuring you of a pure and dependable product.

Recognizing early the need for standardization of those materials in which the members dealt and upon which their business and reputation depended, the association soon formulated a Scientific Section whose purpose was to initiate a program whereby the essential oil users as well as the dealers themselves would be armed with dependable standard specifications for their products. These specifications were set up in the form of periodic bulletins with the purpose of presenting all the pertinent references required in determining quality.

At first there was great difficulty in agreeing upon what should be standard, due to the great variation in the quality of shipments which had for years been offered, so the Scientific Section took it upon themselves initially to examine samples of every lot which was made available to them, and on the basis of this analysis, along with a meticulous scrutiny of any existing references, averages were determined and standards and specifications finally agreed upon.

Today specifications are available for 68 different materials—essential oils as well as aromatic chemicals.

Of course, our Scientific Section is continuing its work, and constantly more and more products are reviewed, resulting in additional specification bulletins.

As new methods and analyses for quality control are developed, such as spectrophotometric analysis, these methods are used where applicable. Our bulletins describe a product both in odor and flavor, indicate its source and going into its botanical pedigree. The standard physical and chemical constants are described, including color, specific gravity, optical rotation, refractive index, saponification number, as

well as a method and formula for ester determination. The bulletins even consider the type of containers to be used in shipping, and proper storage conditions are suggested.

This information should be in the files of every user of essential oils and it is even more important to you who use the product in food than to the performer where odor alone is the essential factor. We strongly recommend that all users secure the bulletins of the Scientific Section pertaining to those materials most consistently used in their manufacture. These bulletins are available to anyone at a minimum cost by addressing the Scientific Section of the Essential Oil Association, 2 Lexington Avenue, New York 10, N. Y.

Of interest to all manufacturers of flavoring extracts primarily and flavor users in general is the present and potential price structure of the natural flavoring oils, and it seems pertinent at this time to touch upon this situation. The prices of such products are very delicately balanced against many factors, including crops, weather, transportation and world politics, as well as demand. The loss of a freighter or the contamination of one major shipment will often immediately effect the price picture of many of our most generally used essential oils.

The occult practice of foretelling market conditions and price structures is a most dangerous one, yet there are substantial known factors existing today which experience has proven will tend to cause known fluctuations in prices. On the basis of these known factors we will herewith express our evaluation of the price structures of a few commodities with which the food and flavoring industry is most intimately concerned.

The market for Angelica root is at present relatively easy, selling at \$90.00 per pound, whereas 1952 showed a high of \$120.00. Anticipated supplies indicate no drastic change here.

Although cassia is produced in several countries of the Far East, the world's major source of this important flavoring material is China. Cassia is in extremely short supply at present. The bulk of the oil reaching the United States and Europe comes through Hong Kong, where each individual shipment must be accompanied by lengthy affidavits of origin.

Due to the effective blockade of China and our attendant port restrictions, cassia for all practical purposes should be regarded as unavailable. Occasionally, however, lots do find their way into our market and can be purchased locally at prices close to \$9.00 a pound. The outlook for cassia depends almost entirely on the political situation in the Far East, and in our judgment we cannot expect an improvement in the foreseeable future.

Where the flavor of cassia is required, imitation cassia flavors are available and many are excellent duplications.

The important oil of the clove bud has shown a marked advance during the past year. The price has risen from approximately \$3.50 per pound in 1951 to a high of \$11.00 today. The reasons behind this unusual advance are many,

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yet the 1952 crop was small, and there appears to be an unprecedented increase in the world's demand for this spice. The prospects for the immediate future do not appear very favorable, yet late source reports indicate a reasonably good crop this year.

The oil extracted from ginger root seems to be maintaining a pretty level price structure, with this popular spice selling at about \$13.00 per pound.

Cold pressed lemon oil from California remains again in very short supply, as it did all through 1952. An important factor in this scarcity is the greatly increased requirements by government and private enterprise for concentrate. In addition, there has been added the problem of a poor annual crop. Prices today range around \$6.50 per pound with commitments subject to the supplier's ability to procure stock.

We can anticipate an improvement in the crop situation, yet we do not feel that even such good fortune would have an appreciable effect on the market, in view of the heavy concentrate demand.

### Lime oil

The market for lime oil appears to be relatively easy at present, with limes distilled down to \$6.75 a pound at present, a drop of about \$1.00 since the first of the year. Limes expressed is quoted currently at \$9.50 per pound. No immediate reversal is expected in this commodity.

Orange oil cold pressed both of Florida and California origin, is now very ample supply. The Florida oil is currently being offered for as low as \$.65 a pound as against a comparable figure of \$1.85 a year ago. California oil is being offered at \$1.00 per pound, to which it has declined from \$2.75 at this time last year. Indications are that even better prices may be arranged for the Florida product in volume transactions. Continuing increases in orange acreage would seem to indicate that this commodity will continue easy.

Oil of peppermint, too, is in ample supply. The demand is relatively light, and as a result the peppermint market has fallen from approximately \$8.00 a pound in March, 1952, to between \$6.25 and \$7.00 as currently available. The balance appears to be reasonably well stabilized at present, and we do not look for much change in this commodity.

The market for spearmint oil today appears to be virtually a direct opposite of that affecting peppermint oil. A particular heavy demand for this oil at the first of the year has considerably depleted local spearmint stocks. This has caused some price increases, and the oil is currently procurable at \$9.00 to \$9.50 a pound, varying somewhat with quality. A year ago \$8.00 was the going figure. We anticipate that these prices will continue for a while.

These are just a few, and space does not permit a full treatment of the entire essential oils field.

It is especially important in firm markets that the buyer be aware of quality. We of the Essential Oil Association believe that quality can best be assured by a good knowledge of specifications, and we hope that the users of our commodities will take advantage of the specifications bulletins which we have laboriously established for your particular benefit.

### See smaller pepper crop in Coorg

According to planting opinion, the 1952-53 pepper crop in Coorg is estimated at 80 per cent of the previous season, reports Planting & Commerce.

# see demand for quality in flavors

## "Vanilla business in Midwest has been good during past year"

By JACOB BECK, President  
Beck Vanilla Products Co.  
East St. Louis, Ill.

The vanilla business in the Midwest part of the country has been excellent for the past year. More and more ice cream manufacturers are going to pure vanilla extract and on the whole there seems to be quite a consistent effort on the part of food manufacturers toward quality in flavor.

Many new products in the ice cream field are being developed. Great interest is being shown in vegetable fat products in the Midwest. Almost every ice cream manufacturer is now making a vegetable fat product or is contemplating doing so.

All of this brings up special flavor problems. We have been fortunate in being able to solve most of them for our customers.

Business for this year seems to be going along the same paths as last year. Prospects look bright for a good year for us. Prices on vanilla extracts will probably be higher toward the end of next year, when present stocks of vanilla beans are depleted due to the great increase in cost of vanilla beans.



## FEMA officers, directors

For quick reference during the 1953 convention of the Flavoring Extract Manufacturers' Association, here are the current officers and directors:

President, W. G. Grant, National NuGrape Co., Atlanta, Ga.; first vice president, William H. Hottinger, Bowey's, Inc., Chicago; second vice president, Don C. Jenks, Foote & Jenks Co., Jackson, Mich.; third vice president, Myron J. Hess, S. Twitchell Co., Camden, N. J.; secretary, L. P. Symmes, Baker Extract Co., Springfield, Mass.; treasurer, Lloyd E. Smith, Virginia Dare Extract Co., Brooklyn, N. Y.

On the executive committee are: chairman, E. N. Heinz, Jr., Food Materials Corp., Chicago; M. Winston, Blanke-Baer Extract & Preserving Co., St. Louis; S. M. Kleinschmidt, The Liquid Carbonic Corp., Chicago; H. E. Reinhardt, Jr., American Home Foods, Inc., Morris Plains, N. J.

Comprising the advisory committee are: chairman, John N. Curlett, McCormick & Co., Inc., Baltimore; Leslie S. Beggs, Styron-Beggs Co., Newark, Ohio.

John S. Hall, of Hickey & Hall, Chicago, is attorney and executive secretary.

It is our opinion that the flavoring extracts industry as a whole is striving for better quality products. More and more manufacturers are trying to make better products.

We believe this trend will continue, particularly the new proposed federal standards for ice cream, which will cause many manufacturers to use more pure vanillas.

## "We note marked tendency to use pure vanilla extracts—with vanillin"

By MILLER WINSTON, Vice President  
Blanke-Baer Extract & Preserving Co.  
St. Louis, Mo.

We note that there is a marked tendency at this time to use pure vanilla extracts to which have been added various amounts of synthetic vanillin.

An ounce of synthetic vanillin is equivalent to approximately one gallon of pure vanilla. By the addition of this product, the cost is materially reduced and the flavor is slightly more pronounced.

We note that there is a marked trend towards using pure fruit flavors, which are more or less fool-proof, and even when as much as 10 per cent to 25 per cent more than necessary is used, the flavor is still pleasant and agreeable, because after all, its basic product is the fruit itself.

The imitation flavors have a place where scientifically used and where the resulting product is taste-tested by experts or a flavor panel.

Often the use of imitation flavors is left to one member of the organization, whose idea of flavor is often to make it "good and strong." Where imitation flavors are used, it should be with great moderation and so that you just have a slight indication of the flavor in the background.

Too much imitation flavor can ruin the sale of fine candies, ice creams, sherbets or soft drinks.

## Cacao Imports decline

In 1952, United States imports of cacao beans decreased 5.6 per cent in quantity and 9.4 per cent in value over 1951, according to the Census Bureau of the United States Department of Commerce.

The United States imported 572,000,000 pounds of cacao beans valued at \$178,000,000 in 1952, compared with 606,000,000 pounds valued at \$197,000,000 in 1950, and an annual average prewar (1935-39) of 595,000,000 pounds valued at \$32,000,000.

The average import valuation per pound of cacao beans increased from 5.4 cents in the prewar to 32.5 cents in 1951, but declined slightly to 31.2 cents in 1952.

Due to a short cacao crop in the producing areas of both the Eastern and Western Hemisphere in the 1951-52 season, United States cacao imports in 1952 fell lower than in any year since 1948, and even below the prewar average.



## **New USDA process captures lost fruit flavors for products**

Aromas ordinarily lost in making fruit preserves can now be captured and returned to the preserves to enhance their fruit flavor or to flavor other fruit products, the U.S. Department of Agriculture has announced.

These recovered flavors can be used to give a "natural" zest to beverages, fountain syrups, confectionery, ice cream and other desserts, according to Dr. G. E. Hilbert, chief of the Bureau of Agricultural and Industrial Chemistry.

He describes the flavor recovery technique as a modification of a process devised by laboratory engineers for recovering volatile flavors from fruit juice. The new method was developed at the Bureau's Eastern Regional Research Laboratory in Philadelphia, and has been adapted for commercial use in cooperation with a preserve manufacturer.

The new process merely involves changing the usual condenser arrangement on cooking kettles. By maintaining cooling water at a low temperature, the condensate contains practically all of the desired aroma. These captured flavors can then be concentrated to an essence and returned to the preserves or used to flavor other fruit products.

To avoid damaging flavor by overheating, preserves usually are made by cooking fruit, sugar, and other ingredients in a vacuum pan. However, many delicate flavors still escape during cooking. The new USDA technique avoids this, without appreciably changing the preserve-making process.

The research team which developed this new essence recovery process was composed of N. C. Aceto, R. K. Eskew, G. W. M. Phillips, C. S. Redfield, and J. J. Skalamera, all connected with the Bureau's Philadelphia laboratory.

### **John D. Miller elected to board**

John D. Miller, executive vice president and general manager of the A. Schilling & Co. division of McCormick & Co., Inc., has been elected to the parent organization's board of directors. The announcement was made by Charles P. McCormick, president and chairman of the board.

Following his graduation from Stanford University, Mr. Miller joined the American Cream of Tartar Co., which was then a subsidiary of A. Schilling & Co. In 1935, he transferred to the Schilling sales department and four years later was appointed assistant divisional sales manager of the San Francisco division.

In 1942, Mr. Miller was commissioned a lieutenant, junior grade, in the United States Naval Reserve and was

assigned to the Bureau of Aeronautics. He was released from service as a lieutenant commander in December, 1945, and returned to Schilling as assistant sales manager, later becoming sales manager.

When Schilling was purchased by McCormick in May, 1947, Mr. Miller was named a vice president and elected to the Schilling division board. Subsequently, he was made executive vice president, and on the recent retirement of Clarence E. Miller as president, he became general manager of the Schilling division.

### **Brazil increasing black pepper output**

Production of black pepper by the Japanese Agricultural Colony at Tome-Acu, in the Rio Acara, State of Para, Brazil, begun in 1946, reached 300 tons in 1952. Prospects are that in 1953 the output will be about 800 tons.

If production continues at the present rate, within two or three years this colony should supply Brazil's annual black pepper requirements of 1,050 tons.

It is hoped there that before many years quantities of black pepper will be available for export to the United States, Argentina, and Uruguay, countries which have already shown interest.

### **flavoring extract standards**

*(Continued from page 65)*

ment control of food additives similar to the existing laws for government control of new drugs. It is a very drastic law, in that a formal request must be made for permission to use the "chemical additive" which, according to the definition given above, embraces just about everything including salt and sugar; and the use of the additive is allowable only after permission has been given.

This bill also introduces rigid compliance standards for "safe use," which may require long drawn out laboratory investigations over a period of years.

While no one will deny that the essential purpose of the bill to make food safe for human consumption is a praiseworthy object, the extremely broad and loose definition of the term "chemical additive," and the legislative philosophy of the necessity for industry to request permission for approval for the use of materials that have been used safely for many years, can very easily lead to administrative abuse.

It would seem that the proposed bill should apply only to new chemical additives in foods, or only to such compounds already in use that would seem to be open to suspicion by qualified experts by the nature of their chemical structure.

Moreover, with regard to such compounds that have been sanctioned by usage for many years, the burden of proof of toxicity should lie upon the Food and Drug Administration rather than to require industry to prove the compound is harmless under every possible condition of use and misuse for several generations of test animals.

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# India's pepper exports to the U.S.



By V. N. SUNDARESAN,  
Secretary  
All India Pepper Exporters'  
Conference Standing Committee

*Here is an Indian viewpoint on a problem of mutual interest to the United States spice trade and to pepper growers and exporters in India.*

*This article is from Planting & Commerce, a new weekly founded by Valale I. Chako, one of the foremost authorities on plantation crops in India.*

Among the products of Indian horticulture, pepper stands out as a spice which has been very much in the news for some time past.

I shall limit my observations to the many inaccuracies of fact and comment which have gathered around the detention of pepper in the U. S. A. and have tended to create the entirely unwarranted impression that low quality pepper is reaching the U. S. A. from India, and that Indian exporters are indifferent to the quality of the product which they export, their sole concern being to cash in on high prices.

The latest government statement on the subject says that insect infestation of pepper is of frequent occurrence, that the main cause of infestation is the presence of sizeable quantities of immature berries in export parcels, and that Indonesian exporters are not similarly affected because they pluck ripe berries only. After alleging exporters' unwillingness to put up fumigation plants, the remedy suggested is fumigation of pepper prior to export through the establishment of plants at Cochin, Alleppey and Calicut either by traders on a cooperative basis or under government auspices.

So stated, the problem is both exaggerated as to its occurrence and extent and oversimplified as to remedial measures. The truth is that large scale detentions of the type reported in 1952 have been unprecedented in the history of India's pepper export trade. While press reports have exaggerated the quantity involved in the detentions, the fact remains that it was about 26,050 bags or 1,628 tons out of the total annual average of 8,000 to 10,000 tons shipped to the U. S. A.

The detentions were serious in all conscience, both to the exporters, who had to meet reconditioning charges, and to the importers, who had to meet fines for late deliveries caused by reconditioning.

The point to grasp is that such detentions were at first incomprehensible in view of the fact that the shipments in question had been prepared with the same care and circumspection which had characterized exports prior to July, 1952. During the period preceding 1952, detention is on account of insect infestation or for any other reason were rare, and at no time exceeded 0.1 per cent in contrast to a higher incidence of such detentions of pepper from non-Indian sources.

The statement that Indonesian pepper has not been the subject of detentions in U. S. A. is wholly incorrect, either in relation to the year 1952 or earlier years.

The detentions recorded in 1952 were as follows: Indian pepper—1,682 tons, 19 per cent of imports into the U. S. A. totalling 8,636 tons; Indonesia, Sarawak, Ceylon, other pepper—535 tons, 13.5 per cent of imports into the U. S. A. totalling 3,968 tons.

It is understandable that an unprecedented development should attract immediate attention, but it is not the case that exporters' parcels have contained a large number of immature berries, for the reason, that pepper has to conform to fairly rigid specifications prescribed by importers, which it is not in the interests of exporters to contravene. It is a known fact that Malabar garbled black pepper has a higher quality specification in the U. S. A. than Lampong and other growths.

Immature pepper is usually light in weight. The standard for Indian pepper in the U. S. A. prescribes that light berries should not exceed two per cent, and many shippers' parcels have been found to contain light berries below this allowance, most often one per cent and less. It is not therefore correct to state that a large percentage of immature berries is exported with mature pepper. In contrast to the specification for Indian pepper, pepper of other growths is allowed to have three per cent light berries under the U. S. A. standards, which in itself is a recognition of the higher quality standards of Indian pepper.

The basis in scientific fact for the statement that the main cause of infestation is the presence of immature with mature berries has not been disclosed, but investigations so far point to a different approach, moisture control of pepper.

While research has been proceeding at this end in regard to fumigation, moisture proof packaging and moisture control through dryers, it has also been proceeding in the United States, not only under the auspices of the American Spice Trade Association, but also under the auspices of such bodies as the U. S. Bureau of Entomology, the Massachusetts Institute of Technology and Harvard University. An opinion of final validity has not yet been forthcoming as to the efficacy of fumigation as a solvent of the problem of infestation.

The whole issue hangs unequivocally on an unambiguous development in the U. S. A., the increasing tendency in recent years to ensure the arrival of cleaner merchandise as judged by chemical specifications, a matter in regard to which the Food & Drug Administration of the U. S. Federal Agency is devoting its constant at-

tention. F.D.A. judges pepper on official tests based on chemical analysis governed by percentage norms related to starch oil, moisture content, etc. Any tender which does not satisfy such tests is not 100 per cent pure black pepper and is therefore considered adulterated. Nevertheless, the point is not overlooked that pepper growing is a garden industry and tolerances have been evolved regarding light berries, siftings, etc. in order to ensure that pepper entering the U. S. conforms as closely as possible to the standard of 100 per cent quality.

This is the background against which detentions require to be studied, and the matter of preventing future detentions is under active investigation by the A.I.P.E. Conference, which acts in close co-operation with ASTA in New York.

ASTA deputed Edward B. Polak, the chairman of its committee on pepper detentions, to meet the A.I.P.E. standing committee in November, 1952. Michael F. Corio, treasurer of ASTA, also discussed the issue further with that committee in January, 1953, and a useful exchange of views resulted. ASTA at its January, 1953, board meeting appropriated funds authorizing its research committee to proceed immediately to determine basic causes and possible remedies for the excess infestation, preference being given in this study to the development of any methods which can be determined in time to be put into operation before the June, 1953, monsoon.

As insects infesting pepper feed on mold, attention requires to be turned to the problem of moisture control from point of preparation to point of shipment, particularly during the monsoon. Studies so far made point to the conclusion that the prime cause of infestation is moisture, which is a seasonal factor, a conclusion which is reinforced by the evidence that post-monsoon shipments since October, 1952, have been passed by the F.D.A.

The pivotal problem would appear to be the determination of the relationship between moisture content and infestation by mites and booklice which account for the bulk of the insect count noticed in detained parcels.

Whether a dust powder could be developed to be sprayed on the pepper, and the moisture levels at which such a dust powder could be effective, are under investigation.

Fumigation by methyl bromide has been generally recommended but this does not constitute 100 per cent protection against infestation during the transit of pepper from point of preparation to destination point. The effi-

cacy of fumigation is still under investigation, as is also the risk of possible excessive toxic residue in the event of a second fumigation becoming necessary in the U. S. A. because of infestation developing during transit.

Current knowledge on the subject of measures against infestation does not yet permit the drawing of a valid conclusion favoring the installation of costly equipment for fumigation and the related questions of the chemical to be used, temperature conditions, and the effect of fumigation on the flavor of pepper and its volatile oil content, but rather points to the desirability of considering the employment of mechanical methods of drying pepper as a measure of moisture control. This is a matter which is under active study by the trade both here and in the U. S. A.

On the basis of this review of the situation, further knowledge based on research has necessarily to be gained before a decision is taken in favor of constructing fumigation plants either by the trade or by government. The crucial point is that fumigation will be of limited efficacy unless it is proved that it rules out reinfestation during transit.

At the present state of technical knowledge available on the subject, facts do not exist which unequivocally support the view that fumigation is the answer to the problem. Experiments conducted by shippers have shown on the other hand that while some parcels of pepper fumigated at the point of shipment were free from infestation during transit, others were infested after shipment and before reaching destination. As a result, the accession of more knowledge is indispensable before a long-term decision is taken on this subject. At the same time it is reasonable to entertain the hope that the research and studies now conducted may culminate in the determination of satisfactory remedial measures before the outbreak of the monsoon in June, 1953.

The facts which emerge from this study are that exporters as a body have not only lost no time in earnestly seeking a solution to the problem posed by last year's detentions but have also obtained importers' willing co-operation in hastening the determination and application of remedial measures which are calculated to maintain the fair name of Indian pepper in world markets.

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## promotion pivot: the package

By EDWIN A. EHLERS, Vice President  
Albert Ehlers, Inc.

For successful selling in today's market, the manufacturer's presentation of his product to the consumer must become considerably simpler.

That's really not as complicated as it sounds.

By way of explanation, rarely does the consumer enter a store with her mind made up. It may be *partly* made up—and it's certainly composed of strong prejudices. But Madame Consumer, in addition to her own problems of housekeeping, budget, and Junior's latest cold, has her head so stuffed with the competing claims of various advertisers that her mind, while shopping, is in something of a fog. That fog, of course, has never kept any consumer worthy of the name from snatching at a bargain, or recognizing a sound value when she finds it.

All things being equal, however, the competing invitations offered by various packages on the shelf are likely to be quite as confusing as the claims of those products in the advertisements. Mrs. Consumer—and you can sympathize if you've ever taken a stroll through a super-duper market—sees a blur.

Through this blur—or in spite of it—the housewife has the heroic task of spending precisely \$17.22, or \$22.50 or \$30.00 or whatever, to see that her family is adequately fed a well balanced and sufficiently varied diet for a week, bearing in mind the fact that she has already served frankfurters for two weeks in a row, and that her husband has threatened, the next time she serves meat loaf, to throw it at her.

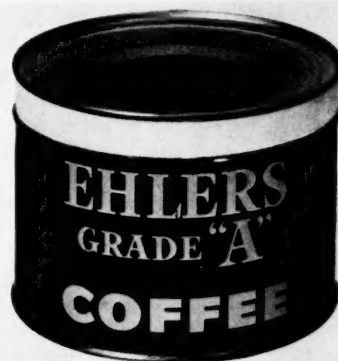
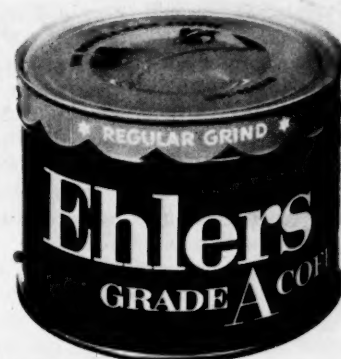
With limited time at her disposal, and a great deal to do, the housewife has little time to examine labels. She wants the product to be a poster for itself—to announce its presence quickly and clearly, so that she can be reminded that she needs some more of that commodity this week, or that she still has enough in stock.

This is what I meant, partly at least, by the "simple" presentation of the product to the consumer. It involves, of course, package design geared for today's selling. To use an overworked word, that means "functional" design, and the function that it serves, basically, is a *service* to the consumer. It must perform that service, not in lonely glory on a bookcase in the president's office, but on a crowded shelf shrieking with competition.

Certainly the matter of functional package design is not new, and almost everyone pays it lip service. For all of that, almost every manufacturer has a sentimental feeling about his package, and sees it not through the glazed "what's-in-it-for-me" eyes of the consumer, but through his own "there's-the-30-best-years-of-my-life-and-isn't-it-beautiful" eyes.

When, as part of a complete advertising and merchandising campaign, the problem of re-designing the package for our product, Ehlers Coffee, was mentioned, I must

The new Ehlers  
Coffee package  
(right) . . .



. . . and the  
old package,  
before re-  
sign.

admit that I felt a twinge. Habits are difficult to overcome, and we had lived with our package for a long time. However, together with our advertising agency, Dowd, Redfield & Johnstone, Inc., we investigated to see what could and should be done. In this connection, incidentally, I'd like to pay tribute to the help, imagination and merchandising good-sense of the agency's art director, Herman Davis.

Back to our packaging problem. First, we visited a number of stores—supermarkets and independents—to see how our can looked under normal selling conditions. Visibility was fair. It could have been a good deal worse—but it could also be considerably better.

How did it compare with competition? It was, we reluctantly concluded, only a partial stand-out. Most of the cans we saw were in red or brownish tones. Ours was one-third red and two-thirds dark blue. The white letters on the blue-background were legible. On the red background, the word "coffee" appeared in heavier white letters. This was less legible, and took up a lot of space. And for the first time, we wondered why we had given all this space to the word "coffee" when all the world



knew that this type of can would contain nothing but coffee anyway. Moreover, we were not selling "coffee" as such—we were selling *our* brand of coffee.

Looking at the can on the shelves, another question occurred to us. Aside from the matter of legibility, did it "trade up" our product? I might add that we take great care to see that our coffee is as fine as we can make it—which is, of course, the first consideration in selling any product to the public. Did the can reflect that quality? We were forced to admit that it did not. And, parenthetically, in looking over many other products, I felt that their appearance hardly did justice to their contents.

The answers to these questions—and we tried to be as open-minded as we could be—would seem to indicate that sweeping changes were in order. We were, however, not quite so sure about that word "sweeping." Over the years, our can had built up a certain amount of recognition and, surely, a number of fruitful customers. More than that, it had been continuously advertised for a long period of time. Would we be justified in tossing that accumulated goodwill out of the window? The more we thought about it, the more we were sure that it wouldn't. Yet action was certainly in order.

The sensible solution seemed to be a new design that would give our product the advantages that the present package lacked, while retaining, if not recognizable elements of the present package, at least a "family resemblance."

Because the dark blue had stand-out visibility on the shelves, we kept the major portion of the can blue, made the brand name more readable by putting it in upper and lower case lettering, rather than the harder-to-read upper case alone, emphasized the "Grade A" which is part of our name, and de-emphasized the word "coffee," which is pretty well understood anyway. The red portion of the package was considerably reduced, leaving a narrow scalloped border at the top to keep a resemblance to the older package.

Does the new package accomplish its purpose? Madame Consumer, after all, is the final judge. If the package is functional from her point of view (offering a service), it must serve a different function from the manufacturer's point of view (making a sale).

The answer is an unqualified "yes."

Sales have more than justified our time, effort and research.

If it is true that lifetimes of experience are summed up in neat little phrases, it is equally true that it often takes us a long, long, time before we understand the full meaning of those phrases. Take the one about the "customer always being right," for example. That *can* mean someone else is wrong. We at Ehlers believe that, by constantly keeping a critical "consumer" eye on our products and our presentation of them, we can learn how to stay "right" with the customers.

At any rate, we hope so.

#### **Boetje adopts new package**

Dutch style prepared mustard, steak relish and barbecue relish are being marketed in new jars according to Boetje Foods, Inc., Rock Island, Illinois, packers of the line, distributed in the Middle West and Eastern states.

Red, yellow and white labels with corresponding colored lithographed caps add to the appeal of the colorful six ounce jars.

#### **raw material, extract demand shifts**

*(Continued from page 63)*

with a growing demand were lemon, kola, coffee and ginger ale.

Lemon was mentioned most frequently in second place among the flavors marked by increasing demand. Also listed here were orange, pure fruit flavors, almond and pure vanilla.

In third place among flavors with a growing demand were maple, root and birch beer, vanilla and orange.

Some respondents said they found no changes either way in demand for any of their flavors.

In the category of flavors subject to a decreasing demand, items were included which were mentioned by other companies as experiencing the opposite trend. Such flavors included pure and imitation lemon and orange.

Other items mentioned as meeting with a decreasing demand were household flavors and cream (for carbonated beverages).

A virtual disappearance of the pinch on raw materials, the continued dominance of vanilla as both the most important flavor ingredient and the leading finished product, the continuance of lemon as the most important essential oil—these were among the trends revealed by the 1953 flavor industry survey.

#### **FEMA convention**

*(Continued from page 61)*

convention. "Hence, the association always tries to have a progressive program to keep members fully informed and up-to-date on legislation, taxes, transportation and other items that might be of interest to our members."

Mr. Hottinger, who is also chairman of the Legislative Committee of the association, is assistant secretary and general counsel of Bowey's, Inc., well known Chicago flavor extract house.

In addition to the business program, a full program of entertainment and recreation has been arranged.

On Sunday afternoon, May 10th, the suppliers will be host at a "hospitality party."

Monday, following the business session and the convention luncheon, delegates will take their choice of the golf tournament or a boat ride, with everyone getting together again afterward for a shore dinner at Captain Starn's, on the Inlet Yachting Pier.

Tuesday the morning session will be followed by the association luncheon, and the afternoon session by the annual president's reception and dinner-dance.

#### **Tea industry honors "Hutch"**

*(Continued from page 58)*

Don't bother reading the books and the articles, he advised, for he could pass along what they said: keep occupied.

"I've been occupied for well over 50 years, and that's the reason I retired," Hutch commented dryly. "It's really surprising how little work I can get along with."

He would head right back into the tea business if he had to do it all over again, Hutch added. "I've met lots of nice people and I've had lots of fun. I'd probably go downtown where I would be closer to you and where the big money is—but I think I could take the tea business all over again."



# San Francisco Samplings

By MARK M. HALL

■ ■ Elwood Wright, president of Wellman, Peck & Co. attended the convention of wholesale grocers in Chicago last month.

■ ■ Bud Dominguez has been advanced to the Portland office of J. A. Folger & Co. He will carry on his coffee and office work for the company in his new situation. Production has not as yet begun in the Portland plant of the company.

■ ■ Harold Gavigan, of B. C. Ireland, Andy Glover, of Mannings and Ed Bransten, of M.J.B., made a flying trip to the last meeting of the board of directors of NCA. It was reported that Harold Gavigan stopped off at Los Angeles to put the finishing touches on a few deals.

■ ■ June Russell has retired after many years with B. C. Ireland. Widely known in coffee circles, she says she is just going to do a little housekeeping for a change.

■ ■ Don Harvey, of Otis McAllister, and Roberta Taylor, of Alexander Balart, announced their engagement on Valentine's Day. The marriage is to take place in the near future.

■ ■ E. F. Maeder, of Twining, Crossfield, Ltd., London, was a visitor in San Francisco and placed their tea account with the G. S. Haly Co. Other visitors to Ed Spillane were Malcolm Bartlett, of Leechman Co., Ltd., Colombo, and Phil Hellyer, of Hellyer & Co., Chicago. Mr. Hellyer was on his way to Japan for the coming tea season, which opens in May.

■ ■ Coffee coming through the Port of San Francisco for the month of January was 7,737 tons. In January, 1952, it was 14,090 tons.

■ ■ The San Francisco Coffee Club outing—golf, dinner and entertainment—at the Lakeside Country Club

last month was up the usual high level of skill on the golf course, satisfaction with a good dinner, and few laughs at the entertainment.

■ ■ Mr. and Mrs. J. E. Montgomery, president of Leon Israel e Exportadora S/A, Brazil, was in San Francisco last month. He spent some time with his mother, who lives here, as well as at the local office of Leon Israel & Bros. and visiting the trade.

■ ■ A comprehensive campaign of advertising was launched by Manning's in January and is now going on, directed at grocery dealers with the theme, "Same Delicious Blend Served at Manning's Coffee Cafes." Radio, newspaper and outdoor are the major media. From January to June there will be 9,500,000 advertising impressions made. So far it is reported that the campaign is a decided success.

■ ■ Henry Drath, vice president of the Bank of America, in international banking department, addressed the last meeting of the Western States Tea Association, held at Gino's.

## Southern California

By VICTOR J. CAIN

■ ■ Pope & Talbot, Inc., in the persons of George Bushnell, Bill Eagle and Bill Beckett acted as hosts to the Los Angeles coffee trade with a day at the Santa Anita race track. This is becoming an annual affair, and is certainly enjoyed by those of the trade able to attend. Seen at the windows trying to get their bets down and hoping that this one was a sure winner were Tom Halpin, George Smith, Bill Morton, Charlie Nonenmacher, Ted Lingle, Len Koppel and Bill Waldschmidt. It is always a pleasure to look forward to those get-togethers

with those of the allied industries and we wish it could be more often. After the eighth race many of the boys adjourned for a social evening.

■ ■ George Smith, formerly of Haas, Baruch & Co., has joined forces with W. R. Grace & Co., selling green coffee in the Los Angeles area. This green business for George is nothing new, for he cut his teeth with J. Aron & Co., Inc., in New York many years ago, and was also with Brazilian Warrant Co. in the course of his years in coffee. We wish George all the success in the world in his new association.

■ ■ Bob Gavigan, of B. C. Ireland, Inc., San Francisco made a visit to our fair city to call on the coffee trade, and while here enjoyed some of the balmy Southern California weather.

■ ■ Benjamin Betner, president of the Benj. C. Betner Co., a paper and bag company with its home office in Philadelphia, made a visit to Los Angeles to confer with managers of the local headquarters, Tom Morris and Al McKay.

■ ■ Moore-McCormack Lines, Inc., held a small luncheon at the Biltmore Hotel with Charles Mattman as guest of honor. Mr. Mattman has spent much time in practically all posts in Brazil, as well as in the interior, and was airing his views on the picture in Brazil from a monetary standpoint as well as from the angle of import and export. He was also doing a mighty fine job in selling Moore-McCormack as an A-1 carrier of coffee from Paranagua, Santos and Rio, with the voyage through the Straits of Magellan saving much time in transit to the states and in delivery to the roaster and consumer.

Those attending were Bill Morton, Jim Duff, Herb Knecht, Charlie Mack, Bill Kunz, Bill Waldschmidt and Vic Cain, from the green coffee trade. "Andy" Smith, Ray Abbott and Howard Padgett acted as hosts for the local office, and as usual, put on a *per excellence* luncheon.

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# New York News

■ ■ Elmer L. D. Livaudais is being congratulated by his friends on the Street. As of April 1st, he became a partner in the coffee importing firm of Byrne, Delay & Co., with which he has been associated since the company was formed.

Mr. Livaudais, a native of New Orleans, has been in the coffee trade in New York City, New Orleans and Brazil for the past 25 years.

After leaving the Army in 1943, he went to Brazil for the Commodity Credit Corp., to head the program there of buying coffee under the agreement between the United States and Brazil.

■ ■ Seems to have been quite a party, the reception which Nelson B. Hendrickson, of Hendrickson & Kammer, threw for members of the coffee trade in Santos during his visit to Brazil earlier this year.

Mr. Hendrickson, who has a wide circle of coffee industry friends in Brazil as well as in the United States, was accompanied by his wife on the two-and-a-half month trip. He visited Santos and Sao Paulo, and also went into the interior in Parana.

■ ■ Recently elected to membership in the New York City Green Coffee Association was Alfred Kramer & Co., Inc.

The company, which deals in various commodities, was founded in 1903. In its coffee operations, the firm serves as import agents for Latin American, African and Oriental shippers.

Heading up the coffee department is Edwin Camilleri, but also representing the company in this field are Alfred Kramer, president of the firm, and H. William Galland, vice president.

■ ■ Back from an air trip to Ethiopia and nearby areas is William L. Korbin, Jr., of William L. Korbin & Co., well known Front Street coffee house.

It was quite a full two-and-a-half weeks, so busy, in fact, that Mr. Korbin had to rest up for a few days when he returned.

He visited Addis Ababa, the capital of Ethiopia, and traveled into the interior to the coffee growing areas of Jimma, Dire Dawa and Harrar. He also visited Djibouti, in French Somaliland, and went on to Aden.

On his way back he managed to squeeze in stop-overs in Rome and Paris.

■ ■ The distaff side of Front Street and other environs of the coffee section is responding nobly to the invitation by Miss Marie L. Mannion, of the Otis McAllister Coffee Corp., to form a unit of volunteers to make surgical dressings for the New York City Cancer Committee.

One of the meetings, with 24 girls on hand, turned out 504 dressings, Miss Mannion reports.

While the attendance has been good, there is room for a few more girls, not only from the coffee houses but from the

affiliated trades as well, it was emphasized.

So if you're a tea, spice or flavor man, pass this note on to the members of your staff.

Meetings are held Wednesdays between 5:15 and 7:00 p.m. on the fifth floor of the Otis McAllister building at 129 Front Street. There is no obligation to attend every session, nor to remain for the full time. No contributions are solicited.

All materials are supplied by the New York City Cancer Committee, and the completed dressings are picked up by them.

■ ■ J. L. Robinson, vice president and a director of Jabez Burns & Sons, Inc., was reelected president of the New York and New Jersey branch of the National Metal Trades Association at the 51st annual meeting of the branch, held recently in the Berkeley-Carteret Hotel, Asbury Park, N. J.

Mr. Robinson is also a member of the executive committee of the national organization, chairman of the national membership committee and chairman of the eastern regional council of the association.

■ ■ In a hot race to the finish line, the green coffee bowling league is rolling toward a neck-and-neck wind-up of the season.

As of this writing, the scores in games won and lost are: Aronco, 39, 30; Ehrhard, 38, 31; Savarin, 38, 31; Rivoli Trucking, 37, 32; Schaefer, Klausmann, 37, 32; Hard & Rand, 36, 33; Arbuckles, 35, 34; Bendiks, 35, 34; Cosmopolitan, 32, 37; Force, 30, 39; Slover, 30, 39; Argentine, 28, 41.

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# New Orleans Notes

By W. McKENNON

■ ■ The following information appeared in the Times-Picayune early last month, before decontrol: "Four coffee roasters in New Orleans said Tuesday that price increases placed on green coffee at South and Central American markets have made it necessary for them to increase the price of their product, generally by two cents a pound.

"William B. Reily, president of William B. Reily & Co., Inc., said his firm had increased prices by two cents February 27th.

"E. P. Bartlett, Sr., president of the American Coffee Co., Inc., said his firm's product would go up two cents on Monday.

"A spokesman for the Merchants Coffee Co. of New Orleans, Ltd., said South American market hikes would force his company to go up 'soon.' He stated that, 'I wish you'd make it clear that we are an innocent bystander in this thing.'

A spokesman for Blue Plate Foods, Inc., said a two-cent increase had been made necessary and would go into effect this week-end. He stated the price of South American green coffee had risen by five cents."

■ ■ The National Coffee Association's board of directors met here recently at the St. Charles Hotel. The board members and the New Orleans Green Coffee Association attended a banquet at International House, where they heard a report by President Edward Aborn on his two-week tour of coffee plantations in Colombia as guest of the National Federation of Coffee Growers of Colombia. President Aborn was introduced by W. D. Roussel, vice president. Following the address, Albert Hanemann, representing the Green Coffee Association here, pre-

sented James M. O'Connor, of New York, with a silver bowl and cafe brulot set in recognition of the work he has done as a member of the U. S. Army Coffee Advisory Committee. George Westfeldt, Jr., president of the New Orleans Association and NCA board member, was master of ceremonies at the dinner, which was sponsored by the association.

■ ■ After a visit in New Orleans, Mr. and Mrs. Floyd Pool have returned to Denver, where Mr. Pool is connected with the Spray Coffee & Spice Co.

■ ■ Walter Bown, of the Houston offices of Otis McAllister, was a recent visitor in New Orleans.

■ ■ R. Barclay Scull, of Wm. S. Scull Co., Camden, N. J., spent a few days visiting in New Orleans following the NCA Board Meeting.

■ ■ The 8th Mississippi Valley World Trade Conference, sponsored by the Export Managers' Club of New Orleans, is being held here April 15th-18th, as announced by David Kattan, president. The program includes world trade sessions, with panel discussions, a reception at the New Orleans Board of Trade building, luncheons, a tour of the waterfront on a special train with open cars, open house at the Jung Hotel, where various steamship and railroad companies' suites will be visited, a plantation tour for the ladies and a dinner-dance featuring a Mardi Gras motif with a floor show and facors for the ladies.

## Minneapolis

By HARRY P. RILEY

■ ■ Henry M. Atwood, president of the Atwood Coffee Co., was the subject of a "Town Topper" comment in a recent issue of The Minneapolis Star.

Each column talks about two people in the area who are outstanding.

Here's what "Town Topper" had to say:

"Name any hobby a man might have, and mostly it's one that Henry M. Atwood enjoys.

"Atwood's chief recreation is bowling. A member of two league teams, he's still challenged by the ambition to roll a perfect score of 300. A trip to the Kentucky derby is a must each spring. He plays golf in the 90's. Also likes to hunt deer, ducks and pheasants; and for his home amusement plays the piano and accordion.

"Atwood is head of the coffee company which bears his family name, a post he assumed at age 30 after a succession of vacation jobs while he attended Blake school and Dartmouth college. He belongs to the Young Presidents Organization, a national group of men who have hit the top in their businesses before 40.

"In the business world Atwood is active in the Minneapolis Chamber of Commerce and National Coffee Association. He served as president of the Northwest Coffee Roasters Association three terms. Besides being a Rotarian, he belongs to the University Club, Athletic Club, Lafayette Club, Ham & Egg Club and the Penny Ante Club.

"While these keep him busy, he makes up for daytime hours out of the office by arriving early and staying late. In this he emulates his father, Eben Atwood, one of the founders of the firm.

"The Atwoods, who have three children, just recently returned to his old home at Hobby Farm, near Wayzata on Lake Minnetonka."

## Wood Coffee premium

A nine piece set of bamboo luncheon mats has been offered by the Wood Coffee Co., Tacoma, Wash., in a coupon premium deal.

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422 Gravier Street, New Orleans, Louisiana

## C. H. D'ANTONIO & CO. Coffee

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203 Board of Trade Annex, New Orleans, La.

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Equipment to sell?**

Let the classified column of **COFFEE  
AND TEA INDUSTRIES** help you.



## New packaging methods, trends to be described at AMA National Packaging Conference

Latest packaging methods and new company programs will be described to more than 1,500 business executives expected to attend the American Management Association's National Packaging Conference, April 20-22nd, at the Navy Pier, Chicago.

At the same time the newest in packaging equipment will be on display at the association's 22nd National Packaging Exposition, expected to draw some 25,000 persons to Navy Pier, April 20th-23rd.

The two and a half day conference program will include discussion of new production methods, merchandising trends, materials and significant company packaging programs. The exposition will require both wings of the pier to house an expected 350 exhibitors of machinery, equipment, materials, and services.

### 42 experts to cover materials handling

A group of 42 speakers, representing many of the outstanding industries in the country, will head workshop seminars at the Materials Handling Conference to be held concurrently with the fifth National Materials Handling Exposition at Convention Hall, Philadelphia, May 18th to 22nd.

The American Material Handling Society, an organization composed of users of handling equipment, is conducting the

conference. The sessions, which will cover five basic aspects of materials handling, will permit each visitor to spend nine hours in a workshop discussion of a single aspect of his work, or three hours on each of three subjects.

### Spice men mourn passing of C. F. Sauer, Jr.

Conrad Frederick Sauer, Jr., president of the C. F. Sauer Co., Richmond, Va., died recently at the age of 55.

Mr. Sauer was born in Richmond, Va., and lived there all his life. He was educated at Virginia Military Institute and after an Army career during World War I, joined the company of which his father was president. Upon the death of the senior Sauer in 1927, the son became president.

Subsequently his firm acquired the Duke's Mayonnaise plant at Greenville, S. C., and under his guidance the company gained wide recognition in the mayonnaise extract and spice business, operating extensively south of Washington, D. C., and east of the Mississippi River. The firm became a member of the American Spice Trade Association in 1948.

Mr. Sauer is survived by his mother, Mrs. Olga H. Sauer, who with the late Conrad F. Sauer, Sr., founded the business in 1887; three sons, Conrad F. Sauer, III, Tremaine E. A. Sauer and David F. Sauer; and four grandchildren.

### Lipton Tea costume at New York ball

Among the sponsors of New York's second Mardi Gras Ball, held recently in New York City for the benefit of the Junior League's Welfare Fund, was Thomas J. Lipton, Inc.

Worn by attractive Junior Leaguer Miss Kirby Smith, the Lipton costume was among the most original.

## Chicago

By JOE ESLER

■ Steele-Wedeles Co. for ninety years one of the leading grocery jobbing houses of Chicago and surrounding territory, is liquidating its stock and retiring from business. Their Savoy brand of coffee has been noted for its quality and their coffee roasting plant is one of the best in Chicago.

■ James Montgomery of the Rio offices of Leon Israel Co. was in Chicago for a visit on his way to the west coast.

■ Edward Stewart of Jewel Tea has returned from army duty and is back on the job as stock manager of the Jewel Park Branch of the company.

■ The Continental Can Co. has been awarded a letter of citation from the treasury department showing that more than 55% of the employees of their plant at 4622 West North Ave. have pledged themselves to buy treasury savings bonds through payroll deductions.

■ The 34th annual National Restaurant Association convention and exposition will be held at the Navy Pier May 11th-15th. It will be a record breaker in number of exhibits. For the first time the association will use the north and south halls. Among the companies having exhibits will be Continental Coffee, Cory, General Foods, Gold Prize Coffee, Hazel-Atlas, Hill-Shaw, La Touraine Coffee, Thomas J. Lipton, Reid, Murdoch, John Sexton, Stewart & Ashby, Tea Council, and Superior Tea & Coffee.

## Premiums

(Continued from page 33)

a house-to-house contest which calls on consumers to answer a "question of the day."

The consumer on whom a contest call is made is required to show an opened package of Fleetwood Coffee in order to be eligible for the prizes.

Awards include General Electric TV sets, automatic washers, refrigerators, ranges, ironers, vacuum cleaners, roasters, sandwich-waffle grills, irons, toasters and food-mixers.

### Airway Coffee deal

A choice of three different types of shears has been offered by Safeway

Stores, Inc., for 50 cents and two labels from Airway Coffee bags.

The three shears are a pair of magnetized dressmakers scissors, kitchen utility shears and buttonhole scissors.

### Offers baseball player

#### product testimonials

"Baseball payers can skyrocket your sales!" proclaims Richard Karon, of Players Enterprises, Inc., New York City.

Players Enterprises offers exclusive licensing rights to use of major league baseball star names and pictures in advertising and on packages.

If you drop them a line, at the Empire State Building, they'll let you know which teams and players they have available for licensing, endorsements and testimonials.

### Little Elf promotion

With the purchase of a pound bag of Little Elf Coffee, Bursley & Co., Ft. Wayne, Ind., recently offered a measuring spoon at no extra cost.

### Victor Coffee campaign

A pair of serving tongs has been offered for 25 cents and proof of purchase from a package of Victor Coffee, according to advertising by the Martin L. Hall Co., Boston.

The tongs, it was stated, have a retail value of 75 cents.

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A & 1 Model B Transwraps; 2—5" Bright-  
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